



## Carlos Prieto

Product-minded Software Engineer • Product • Architecture  
• AI

Zürich, Switzerland

[carlos.prieto.lab@gmail.com](mailto:carlos.prieto.lab@gmail.com) • +41 79 958 01 78

[cprieto.me](http://cprieto.me) • [linkedin.com/in/carlos-prieto-zurich](https://linkedin.com/in/carlos-prieto-zurich)

## Professional Summary

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Product-minded software engineer with 20+ years across development, architecture, and product. I have led backend teams, shaped platform strategy, and owned product roadmaps — and I now build AI-powered applications end-to-end. I bring hands-on credibility at every level from code to roadmap, with deep expertise in insurance and multi-tenant platform systems. Comfortable moving between technical design, product decisions, and stakeholder alignment, with a focus on clarity, reusability, and measurable outcomes.

## Focus Areas

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Product strategy & roadmapping • System & solution architecture • AI / LLM / RAG delivery • Multi-tenant platform design • Integration-heavy systems • Cross-functional team leadership • Stakeholder alignment • Regulated domains (insurance)

## Professional Experience

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### Independent — Product Builder

Zürich • Jun 2025 – Present

Designing, building, and shipping AI-powered products end-to-end — from concept and architecture through implementation, deployment, and iteration.

#### AMICOVERED — AI Insurance Coverage Assistant ([amicovered.ch](http://amicovered.ch))

- Shipped a full-stack RAG application that answers natural-language coverage questions grounded in the user's own policy documents, with structured outputs, citations, and auditable behavior for a regulated consumer domain.
- Designed the dual-document model (policy certificate + general conditions), the structured retrieval pipeline, and an optional agentic tool-use flow with Claude Sonnet.
- Stack: Python / FastAPI / PostgreSQL / ChromaDB / Redis / RQ / Anthropic Claude / SentenceTransformers multilingual-e5 / React / React Native; multilingual (DE, FR, IT, EN); deployed on AWS.

#### usrPulse — Multi-Tenant Feedback & Analytics Platform

- Built a SaaS platform for structured feedback collection with GenAI analysis (sentiment, tagging, keyword extraction) via a dedicated AI microservice wrapping Claude on AWS

Bedrock.

- Designed the AI-at-write-time / analytics-at-read-time architecture so dashboards stay fast, cost-predictable, and resilient to provider outages.
- Stack: Node.js / TypeScript / Express / Prisma / PostgreSQL / Supabase Auth / AWS CDK (ECS Fargate, RDS, ALB) / GitHub Actions.

**Goldbach Media AG — Product Owner                      Zürich • Jun 2023 – Jun 2025**

Owned product strategy and roadmap for Farcaster, the group's Data Management Platform processing publisher data across Switzerland and partner networks.

- Led a distributed team of 8 developers, 1 data scientist, and a Scrum Master across Zürich and Belgrade; rebuilt engagement through structured roadmaps and impact-driven feedback loops.
- Cut AWS operational costs by approximately 50% through architectural-review workshops and targeted functional changes.
- Designed a probabilistic segmentation model that reduced time-to-audience from 2+ days to near real-time, expanding addressable inventory for ad products.
- Rebuilt product visibility through stakeholder discovery interviews and company-wide evangelism; led objective vendor evaluation and migration to Permutive during a build-to-buy strategy shift.

**Innoveo AG — Product Manager, Skye Platform Zürich • Jun 2019 – Jun 2023**

Owned the product roadmap for Skye, a multi-tenant no-code platform used by global insurers.

- Delivered enterprise platform capabilities including modularization, PDF generation, REST service configuration, and 15+ embedded payment gateway integrations.
- Led cross-functional teams across Switzerland, Hungary, and India (engineering, QA, business analysts).
- Partnered with insurer technology teams to shape reusable, scalable capabilities aligned with regulated environments; balanced enterprise customer demands with long-term platform sustainability.

**Innoveo AG — Senior Solution Architect                      Zürich • Dec 2010 – Jun 2019**

Senior technical lead for backend architecture, enterprise insurance implementations, and integration-heavy delivery.

- Led the Java backend team and coordinated cross-functional delivery cycles.
- Drove the transition from on-premise enterprise deployments toward cloud-based platform architecture.
- Acted as primary technical contact and integration lead for enterprise customer implementations in underwriting and policy management.
- Shaped reusable platform components and the internal release process that enabled later productization.

**CSC (now DXC Technology) — Java Developer & Solution Architect Spain • Nov 2006 – Dec 2010**

- Designed and led system and data integration for ALSA (National Express group).
- Workstream lead at Zurich Financial Services, integrating legacy and web systems.
- Developed JEE-based public services for the regional government of Asturias.

## Felguera TI — Java Developer

Spain • May 2005 – Nov 2006

- Developed Java / JEE components for a public e-government platform in Asturias.

## CETS — Teaching Assistant

Spain • 2001 – 2006

- Taught programming, logic, and foundations of computer science; courses ranged from 5 to 30 students.

## Education

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**Universidad de Oviedo** — Bachelor's Degree in Technical Computer Engineering (1998–2002); Master's Degree in Computer Engineering (coursework completed). Thesis: *Genetic Algorithms for Solving the Job Shop Problem with Local Search*.

## Certifications

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Certified Scrum Product Owner (2017) • Sun Certified Java Programmer (SCJP 6.0) • Master in J2EE Applications Development — Sun Microsystems • Semantic Web — CTIC Foundation / W3C • Web Accessibility & Usability — CTIC Foundation / W3C

## Technical Highlights

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**AI & Data:** LLM orchestration, RAG, semantic search, vector databases (ChromaDB), embeddings, prompt design, structured outputs. **Backend:** Python (FastAPI), Node.js (Express), Java / JEE. **Data & Storage:** PostgreSQL, Redis, Prisma, SQLAlchemy. **Frontend:** React, TypeScript, Vite, React Native (Expo). **Cloud & DevOps:** AWS (ECS, RDS, Lightsail, Bedrock), Docker, CDK, GitHub Actions. **Product & Delivery:** Agile / Scrum, backlog management, stakeholder workshops, roadmap ownership, cross-regional team leadership.

## Languages

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Spanish (Native) • English (Fluent) • German (Intermediate)