

# Arian Zargaran Florez

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## PROFESSIONAL SUMMARY

Staff Engineer and Anthropic Claude Certified Architect with 8+ years building production web platforms at the intersection of creative web craft and AI. Equally fluent in design systems, web animation, and high-fidelity UI/UX as in Solutions Architecture and LLM orchestration – using React, TypeScript, Next.js, and Framer to ship work that is both technically rigorous and visually polished. 2026 Webby Awards Honoree for AI Mode at Freshworks. Bilingual (Spanish native, English full professional) with cross-cultural engineering experience across Silicon Valley, Madrid, and Dallas.

## CORE COMPETENCIES

AI Integration / LLM Orchestration

Solutions Architecture

Claude API & Agentic Systems

React & TypeScript

Next.js

Design Systems

UI/UX & Web Animation

Enterprise SaaS Architecture

## WORK EXPERIENCE

### Freshworks

Sep 2025 – Present

#### Staff Engineer, Web Operations

Dallas, TX (Remote)

- **Built AI Mode**, an AI-powered Web Assistant on the Freshworks marketing platform. Recognized as a **2026 Webby Awards Honoree** in "Best Use of AI" (Features Design)
- Lead the design and development of scalable web systems and AI-first integrations across international engineering teams
- Drive best practices in performance and accessibility, improving user engagement on enterprise web platforms
- Implement continuous improvement initiatives ensuring compliance and security across multi-tenant web infrastructure

### Airtable

Nov 2021 – May 2025

#### Senior Front-End Engineer (Oct 2023 – May 2025) / Front-End Engineer (Nov 2021 – Oct 2023)

Dallas, TX (Remote) / Mountain View, CA

- **Design System Lead** for Brandkit DS, applying atomic design patterns across product and marketing surfaces
- Achieved a **5x reduction in development time** through systematic component architecture and cross-team adoption
- Contributed to Airtable's mission to democratize software creation, shipping product features at scale on React, TypeScript, and Next.js

### Cabify

Oct 2019 – Oct 2021

#### Software Engineer III (Feb 2021 – Oct 2021) / Software Engineer II (Oct 2019 – Feb 2021)

Madrid, Spain

- Built seamless, high-performing web experiences supporting Cabify's mission to simplify urban mobility through technology
- Collaborated with cross-functional teams to ensure every feature aligned with the brand's commitment to reliable, sustainable transportation

### Walmart Labs

May 2018 – Mar 2019

#### Front End Engineer

Sunnyvale, CA

- Optimized the Cart and Checkout pages for seamless performance, scalability, and user experience at high transactional volume

## QA & Localization

Cupertino, CA

- Bug isolation and content accuracy across localization, translation, functionality, and flow. Cross-department collaboration with marketing and engineering teams in international SCRUM environments

## AWARDS & RECOGNITION

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2026 Webby Awards Honoree – "Best Use of AI" (Features Design) · [AI Mode at Freshworks](#) 2026

## CERTIFICATIONS

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Anthropic Claude Certified Architect, Foundations · [Anthropic](#) 2026

Search Engine Optimization: Practical Marketing with Google · [Stanford University, Continuing Studies](#) · Grade: A+ 2017

## PROJECTS

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### AI Mode Webby Honoree 2026

AI-powered Web Assistant on the Freshworks marketing platform. Recognized in "Best Use of AI" at the 2026 Webby Awards. Built with React, TypeScript, and direct LLM integration.

### Personal Portfolio ([ari.soy](#))

Personal website with professional highlights, case studies, and live projects. Continuously maintained since 2017.

## PUBLICATIONS

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### "Code Base as a Living Entity, or the Power of Iteration"

Medium, March 2021. Explores meticulously defining an MVP, fluid communication, and realistic estimation for rapid product launches.

## SKILLS

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**AI Integration:** Claude API, LLM Orchestration, Prompt Engineering, Agentic Systems, Solutions Architecture

**Frontend:** React.js, TypeScript, JavaScript, Next.js, Framer, HTML, CSS

**Specializations:** UI/UX, Design Systems, Web Animation, Web Development

**Languages:** Spanish (Native), English (Full Professional)