

David de los Santos Cuy Sánchez

Digital Architect

Summary

I am a Mechatronics Engineer with experience leading development teams and making strategic decisions that bridge business vision with technical execution. My ability to communicate clearly across different areas has allowed me to build solid foundations for scalable projects, ensuring both technical quality and the achievement of objectives. With a background in multiple technology areas (development, architecture, QA, DevOps), I serve as an effective link between business leadership and engineering teams, driving sustainable results.

Experience

2025–Present **Head of Development and Cloud Architecture**, *Hertz México (AVASA)*, Mérida, Yucatán

- Hertz México (Avasa) is the largest Hertz franchise worldwide, dedicated to car rental and fleet management, with operations across Mexico. The company is undergoing a digital transformation, integrating legacy systems with modern cloud architectures. At Avasa, I worked as Cloud Architect and Head of Development, leading the migration of critical platforms to AWS and the standardization of integrations between multiple rental, membership, and payment systems. I contributed to establishing a solid foundation for a scalable ecosystem, supporting the company's operations and expansion in Mexico.
 - Restructured the development department, organizing teams according to their technical strengths to improve efficiency and delivery quality.
 - Analyzed and proposed scalable architectures for existing systems and new projects, ensuring backward compatibility with legacy platforms.
 - Laid the foundations for the migration of critical systems to modern cloud architectures, enabling a gradual digital transformation path.
 - Designed and developed new projects leveraging modern technologies, optimizing budget usage and ensuring long-term sustainability.

2025–2025 **Leading Architect**, *Act Digital Mexico*, Remote

- Act Digital is a company with the goal of transforming the business of the most innovative companies in the market. Its expertise has accelerated and scaled the digital experience of more than 100,000 customers in Brazil alone
 - Led the support cell in the cloud migration of a financial services company.

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Languages 🗣️: Spanish - Native • English - Intermediate

2022–2024 **Technical lead**, *Digital Wallet S.A. de C.V. (Millicom - Tigo Money)*, Remote

- Millicom (Tigo) is a company based in Miami, Florida, with Tigo Money as its Fintech product dedicated to digitizing banking in Latin America. It provides various mobile financial services and operates in countries like Paraguay, Bolivia, and Guatemala. I served as the technical lead for the loans and risk analysis area, contributing to the stability and continuous growth of the loan product, optimizing cloud costs to enable the development of new features and products:
 - I designed and implemented multi-country architectures using infrastructure as code with AWS CloudFormation.
 - Established the foundation of the software architecture using different design patterns with Python
 - Implemented database versioning using Liquibase
 - Developed 100% serverless architectures with AWS event-driven patterns
 - Established the entire IAM security foundation along with other microservices in the ecosystem
 - Designed and implemented different databases (DynamoDB and Aurora) according to the required use case
 - Developed automated data flows with AWS Glue reducing around 30% of cloud computing cost
 - Optimized architecture with daily traffic more than 100K active users

2017–Actual **Co-Founder & Technology director**, *Centro de Innovación y Desarrollo Studio AV S.A.P.I. de C.V.*, Mérida, Yucatán

- Studio AV is a cloud-based solutions development firm. During my time with this venture, I have worked on various projects such as
 - *Vinden* - I developed code generation modules for the Nuxt.js framework at Embsoft, one of the main providers for the Urban Transportation System (Va y Ven) in Mérida, Yucatán, Mexico.
 - *ERP Katcon* - I implemented the AWS infrastructure and the CI/CD pipeline for their resource control system, used in Mexico, the United States, and Poland.
 - *Decide Market Design* - I worked on the module for generating phone numbers using the Federal Telecommunications Institute's algorithm, generating over 200K numbers in minutes with SQL

2021–2022 **Application Architect**, *diram S.A. de C.V.*, San Pedro Garza García, Nuevo León

- Company with expertise in Electric Network Code in Mexico, from electric analysis to develop product for harmonic distortion attenuation and optimizing power factor. My labor was:
 - I worked on performance and cost optimization for cloud systems in Azure
 - Migrated an on-premise architecture to a serverless cloud solution using Azure Functions and DevOps
 - Trained IT staff in software development
 - Led a team to develop an IoT solution for measuring electrical parameters
 - Generate infrastructure for receive and process more than 1K messages per seconds at IoT broker

2020–2021 **Senior FullStack Developer**, *Gesta Labs VG S.A.P.I. de C.V.*, Monterrey, Nuevo León

- A solution for Industry 4.0 maker company, implementing digital twins, smart transport, production lines and logistics solutions, that I worked at the following projects.
 - *Intelligent Inventory Management* - Implemented the backend for executing optimization algorithms for Coca-Cola Femsa's logistics division
 - *Copilot* - A virtual voice assistant powered by artificial intelligence for fuel savings at Coca-Cola Femsa. Contributed to the development of algorithms in embedded systems using Python
 - *Defects Inspector* - A device for inspecting and detecting defects in plastic injection-molded automotive parts using computer vision at Nemak. Contributed to the creation of the embedded dashboard using Angular

Education

2011–2016 **Bachelor's degree in mechatronics engineering**, *Universidad Autónoma de Yucatán*, Mérida, Yucatán, México, *Mechatronics Engineer*

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Community Projects

- isy - CLI for a rapid API development framework in Flask
- AWS networking - Deployment of a containerized infrastructure in AWS using cost-effective CloudFormation templates

Skills

- Technical skills
 - AWS architecture design using IaC (Serverless, Containers, Event-driven)
 - Software architecture design using multiple pattern according requirements (singleton, factory, etc), scalable and reusable
 - Architecture vision design according to business requirements with cost and efficiency optimizing as pillars
 - Business requirements translator to technical activities
 - Work with multiple backend (PHP, Python, Javascript), frontend (Angular, VueJS) languages and frameworks and continuous deployments workflows (Github Actions, CodeDeploy)
- Soft skills
 - Team leadership
 - Business driven activity prioritization
 - Working with SCRUM - SAFe framework
 - Technologies constant updates
 - Business to technical translator
 - Focus on technical skills growth for team
 - Facility to adapt to new technologies
 - Use for different kinds of tools for team management

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