Pablo Bello

Brazilian
Senior Software Engineer
London, UK | +44 7432 444073

Email: pablobello@hey.com
Github: github.com/thefactus
LinkedIn: linkedin.com/in/pablo-bello

Website: pablobello.dev
Blog: world.hey.com/pablobello

Profile

Senior Software Engineer with 10+ years of experience in scalable backend systems and AI-enabled products. Strong in Ruby, Python, TypeScript, and Go, with proven impact in performance, reliability, and product delivery. Experienced in RAG and LLM integration, event-driven systems, and clean, maintainable architecture.

Top Skills

Core Languages: Python, Ruby, TypeScript, Go
Frameworks: Ruby on Rails, React, FastAPI
Data & Infra: PostgreSQL, Kafka, AWS, Docker
APIs & Architecture: GraphQL, REST APIs, Event-Driven Architecture, TDD
AI: RAG, LLM Integration (Claude/GPT), Semantic Search, Prompt Engineering

Current Projects

Agendr - AI Scheduling Platform
Built a conversational scheduling platform with event-driven architecture and multi-channel automation.
- AI assistant powered by LangChain + RAG (pgvector) for contextual booking flows.
- Supports WhatsApp automation and multi-channel interactions for appointment management.
- Stack: Elixir, Phoenix, GraphQL, React, Apollo, OpenAI.

Tasker - AI Project Management Platform   https://mytasker.app
Built a Linear-style task manager with an AI assistant for conversational operations and autonomous actions.
- Supports insights, task creation, and messaging using function calling + RAG (pgvector) hybrid architecture.
- Designed for semantic retrieval and action-oriented workflows in product teams.
- Stack: Rails 8, GraphQL, React, Apollo, Claude Sonnet 4.5.

Work Experience

Intercom (intercom.com) – AI/Customer Support – London
Product Engineer III   **Feb 2025 – Aug 2025**
Worked on Intercom's AI Agent team, building evaluation and testing infrastructure for Fin AI across Ruby on Rails, TypeScript/React, and Python.

- Shipped core Fin AI Test page capabilities (TypeScript/React), used by 50%+ of adopting companies.
- Launched Impersonation to open beta for thousands of customers, enabling realistic AI testing with real-user scenarios.
- Delivered Live E2E testing with cross-window authentication, enabling customers to validate Messenger behaviour directly on their own sites.
- Expanded Python-based evaluation tooling for guideline validation, content deployment, and AI quality workflows with AI engineers.
- Improved Messenger reliability for millions of end users by identifying and resolving 4 critical bugs.
- Built Preview + Impersonation integration to support scenario testing by brand, language, location, and audience rules.

Smart (smartpension.co.uk) – Pensions/Finance – London
Senior Software Engineer **Sep 2022 – May 2024**
As a Senior Software Engineer, I developed and managed the Holdings domain, the primary system of record for customer asset holdings.

- Led a critical investment data pipeline with Sidekiq Batches, reducing end-to-end processing time by 90%+.
- Implemented Datadog monitoring on AWS, improving real-time visibility and system reliability.
- Designed a real-time funds calculation service (including pending transactions), increasing processing speed by 50%.
- Achieved 99.2% test coverage for the Holdings API using TDD.
- Architected scalable asynchronous workflows with Sidekiq Batches for background processing.

Medical Residency Exam Platform – Remote (Brazil)
Co-founder & Lead Engineer **2021 – 2022**

- Built and launched a full-stack exam platform with Elixir/Phoenix + LiveView, serving 6,000+ paying doctors.
- Implemented registration and payments with PagBank.
- Delivered secure exam distribution with end-to-end encryption.
- Built an admin portal for exam management, scheduled results, and candidate tracking.
- Deployed on AWS (EC2, S3) with PostgreSQL and owned end-to-end product delivery.

Arbnco (arbnco.co.uk) – Glasgow
Lead Engineer **Jun 2018 – Sep 2021**

- Progressed from Senior Software Engineer to Lead Engineer, leading 5 developers across 4 projects.
- Led backend development in Ruby on Rails and frontend delivery in Angular.
- Introduced GraphQL across 3 projects and trained engineers on adoption patterns.
- Integrated REopt Lite API and NREL SAM, expanding product capabilities in renewable energy.

Education

Bachelor of Science in Computer Science, Federal University of Piauí (UFPI) **Aug 2009 – Jan 2014**