Alexandra Castillo

TECHNICAL PRODUCT BUILDER

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PROFESSIONAL SUMMARY

Product builder trained as a software engineer in Paris, then moved into client-facing technical roles, turning client problems into specs engineering could ship quickly. Worked every hospitality role from line cook to maître d' in New York City and Charleston, coordinating guests, chefs, and servers under pressure. Writes specs and works with engineers to bring them to life. Finds problems, validates them, and builds the solutions.

SKILLS

PRODUCT	Spec writing (PRDs) | Customer interviews | Wireframing | A/B testing | MVP scoping | Prioritization | Success metrics | Agile / Scrum | Sprint planning | Engineering partnership
TOOLS	Jira | Confluence | Asana | Trello | Figma
TECHNICAL	Python | JavaScript (ES6+) | React | Node.js | SQL / MySQL | REST APIs | Git / GitHub | AI-assisted development (Claude Code) | Learning: TypeScript
LANGUAGES	English (native) | French (fluent) | Spanish (conversational)

PRODUCT WORK

Vet Price Transparency Platform, Independent — Nov 2025 – Present

Two-sided platform: pet owners compare vet costs before booking, and partner clinics list prices to reach them.

- Wrote a PRD scoping the MVP to price comparison, with success defined as 30% of visitors running a price search and 3 partner clinics signed within 90 days of launch. Deferred connected hardware (litter box, feeder) until the core model proves out.
- Owner side: interviewed 20 pet owners and surveyed 180; over 60% of those surveyed said they'd use a vet price-comparison tool.
- Found that most owners delayed care until problems became serious because of sticker shock, rising prices as clinics are acquired by investment firms, and no way to compare costs in advance.
- Clinic side: building the core price dataset from ~10 clinics across Manhattan and Queens ahead of recruiting partner clinics, and researching integrations with veterinary practice-management systems so pet records connect without manual entry.
- Designed and drafted the consumer-facing site in HTML.

PROFESSIONAL EXPERIENCE

Technical Solutions Engineer, AdYouLike | Paris, France — Jan 2019 – Oct 2019

Native advertising platform.

- Owned technical relationships for ~100 client accounts: diagnosed issues to root cause, explained them in plain language, and wrote them up as scoped fixes for engineering.
- Moved the incoming issue queue from first-in-first-out to impact-based prioritization in Jira Service Desk, reducing escalations by 20%.
- Gathered requirements from internal teams and designed the foundation of an internal service desk for 500+ users, improving how requests were logged, tracked, and resolved.

Front End Developer, AdYouLike | Paris, France Apr 2018 – Jan 2019

- Built customer-facing and internal features for the campaign creation and tracking platform, and cut weekly technical debt by 10%.

Python Developer, Numberly | Paris, France Oct 2017 – Mar 2018

Data-driven marketing company running campaigns for enterprise clients.

- Automated the path from customer campaign request to production (asset handling, delivery to AWS, deployment), cutting turnaround by half.
- Served as technical point of contact for cross-platform issues, triaging 10–15 bugs per week.

Front End Engineer, Sharepay | Paris, France Oct 2016 – Sep 2017

Consumer fintech startup serving 10,000+ users worldwide.

- Proposed a persistent in-portal banner after repeated emails and texts failed to get users to complete a required profile update; 70%+ of users completed it within a week.
- Implemented a redesigned multi-step sign-up and login flow, increasing completion rate by 20%.
- Built and integrated a RESTful API into the core product, working within the reliability and trust requirements of a product handling people's money.

HOSPITALITY EXPERIENCE

Maître d', Red Paper Clip | New York, NY 2021 – 2022

- Oversaw restaurant operations, including inventory, reservations, guest satisfaction, and online reviews.
- Used guest reviews and recurring complaints to find where service broke down, and revised the steps of service to fix it, raising average nightly ratings from about 4.2 to 4.6 and cutting recurring complaints by about half over three months.

Server, Bartender & Line Cook, Coterie, Live Oak, Porchetta Shop & others | Charleston, SC & New York, NY 2021 – 2026

High-volume restaurant and bar service.

- Resolved ~85% of billing and comp disputes without a manager, judging in the moment what to handle and what to escalate.
- Caught allergen and order-accuracy errors before they reached guests and coordinated fixes with the kitchen, typically within 5 minutes.
- Managed 5+ table sections nightly and ran the Live Oak pool bar solo at full guest volume.

EDUCATION

Computer Science, École 42 | Paris, France | 2019 – 2021 *(intensive, project-based, peer-reviewed)*
Web & App Development, Samsung Campus (EPITECH affiliate) | Paris, France | 2015 – 2017
Entertainment Business Management, Vancouver Film School | Vancouver, BC | 2011 – 2012