ANTONIO FULLONE

PRODUCT ENGINEER

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SUMMARY

Product engineer with 15+ years of experience building and shipping end-to-end web products across edtech, legal tech, and AI. Built and exited a legal tech product (LegalIntel). Currently shipping AI-native tools and interfaces using LLMs, RAG pipelines, and agent-based architectures under PRAGMA AI. Strong in React, TypeScript, and Next.js, with solid backend and infrastructure experience. Track record of taking products from zero to real users — including platforms reaching 10M+ educators. Focused on high-trust, state-heavy interfaces where product thinking and engineering execution converge.

EXPERIENCE

Senior Frontend Engineer — Edelman DXI

MAY 2023 – PRESENT

Remote

- Core engineer on Edelman's AI-powered Trust measurement platform for brands — now central to the company's AI strategy.
- Building AI-powered dashboards and internal tools with LLMs integrated into daily workflows (Cursor, AI-assisted CI/CD, automated code review).
- Full-stack contribution across frontend, backend, and infrastructure within a T-shaped team structure.
- Introduced Atomic Design, ShadCN UI, and v0.dev to standardise component systems and accelerate prototyping.
- Raised test coverage to 97% and cut build times from 25 minutes to under 5 with a Vite migration.

STACK React, TypeScript, Tailwind, Next.js, Vite, ShadCN, Node.js, LLM APIs, CI/CD

Founder & Product Engineer — PRAGMA AI

2025 – PRESENT

Independent · pragmaai.dev

- Building and shipping a portfolio of AI-native products end-to-end: product strategy, design, engineering, infrastructure, and distribution. One product exited (LegalIntel).
- **hilo.build** (current focus): WhatsApp-native coordination layer for construction and property projects on the Costa del Sol.
  - Conversational agent on the official WhatsApp Cloud API — site teams log hours, costs, photos, invoices and change requests by message or voice note, with no app to install.
  - RAG over project data (Supabase, pgvector, OpenAI embeddings), plus per-project inbound email addresses (Resend) so email-first project managers run the same workflow.
  - Budget import and cost attribution against Spanish FIEBDC-3/BC3 budgets, with cost-drift alerts, weekly summaries and certificación export (BC3 + PDF); running on a Meta-verified production number.
- **LegalIntel** (sold): Legal tech product for legal intelligence and workflow tooling. Full product ownership from ideation to exit, with domain expertise in legal workflows, document processing, and professional-grade UX for legal practitioners.
- **MagistrOS** (magistros.app): AI teaching assistant integrated with Google Classroom, using RAG to ground responses in real course materials.
- **QuizGeniusAI** (quizgeniusai.com): AI quiz and flashcard generator for educators — 600+ users, customisable difficulty, automatic grading.
- **VibeSubs** (vibesubs.com): Subtitle studio with AI-powered mood-aware translation and a visual timeline editor.
- **Summalytics** (summalytics.ai): Privacy-friendly analytics with AI crawler detection and GEO scoring.
- Building with Claude Code, Codex, and multi-agent workflows. Open-source contributions as portfolio signals.

STACK Next.js, TypeScript, React, Tailwind, Supabase, PostgreSQL, pgvector, OpenAI API, Claude API, WhatsApp Cloud API, Vercel, PostHog

Frontend Engineer — Typeform

MAR 2020 – JAN 2023

Remote

- Released a new WordPress plugin, expanding Typeform's CMS integration reach to thousands of WordPress sites.
- Optimised visual testing for emails using Applitools, cutting costs by ~60%.
- Contributed to design system maintenance and accessibility improvements across the platform.

STACK React, TypeScript, Styled-components, Applitools, Jest, GitHub Actions

Frontend Engineer (Consultant) — Independent

NOV 2016 – MAR 2020

Remote

- Delivered frontend solutions for WPML, Toolset, Lodgify, Picstars, and Mosalingua.
- Built a modular CSS framework for Mosalingua v9.0, supporting 2M+ app downloads.
- Developed a real-time template builder using React and Styled-components.

STACK React, JavaScript, SASS, Styled-components, WordPress

Senior Frontend Developer — William Hill

JUN 2015 – DEC 2016

Gibraltar

- Led integration of the US homepage redesign using AngularJS.
- Launched an HTML5-based Poker site, coordinating with 3 international development teams.

STACK AngularJS, SASS, proprietary design system

Senior Frontend Developer — Symbaloo

JUL 2013 – JUN 2015

Delft, Netherlands

- Launched Symbaloo EDU with React and Flux, part of a platform serving 10M+ educators worldwide.
- Built an in-house modular CSS framework, reducing the CSS codebase by ~30%.

STACK React, Flux, JavaScript, CSS

Web Developer & Freelance — Various

2006 – 2013

Italy, Spain & Netherlands

- Led frontend development for InfoHubble (Amsterdam), a local search engine product.
- Freelance web design and development for municipal, hospitality, and education clients.
- Taught web development basics to unemployed youth in Calabria.

SKILLS

CORE	React, TypeScript, Next.js, Tailwind CSS, ShadCN, Vite, Node.js
AI / ML	LLM integration (OpenAI, Claude), RAG pipelines, agent architectures, AI-assisted development (Cursor, Claude Code, Codex)
PRODUCT	End-to-end product development, UX design, design systems, state management, complex UI architecture
INFRASTRUCTURE	CI/CD, GitHub Actions, Vercel, Supabase, PostgreSQL, pgvector, API design, testing (Jest, Testing Library)
DOMAINS	Legal tech, Edtech, Construction tech, AI/SaaS

LANGUAGES

Italian (Native)
English (Fluent)
Spanish (Fluent)

EDUCATION & CERTIFICATIONS

Technical Surveying and Design Diploma — I.T.C.G. Pizzini, Paola, Italy

Cisco CCNA — Completed 2005