

Alex Sosa

Product & Technology | AI-Native Builder

0→1 Digital Products | Product Strategy | UX | AI-Assisted Development

Colombia (Remote/Hybrid)

alexsosa.me@gmail.com

[linkedin.com/in/alexsosa](https://www.linkedin.com/in/alexsosa)

www.alexsosa.me

Product and technology professional with 23+ years of experience across software development, product development, UX, entrepreneurship, and technology leadership. Started as a software developer, later founded and scaled a digital product company delivering 100+ projects, and went on to lead multidisciplinary product and technology teams in complex environments. Now focused on AI-native product building, combining product strategy, UX, technology experience, and AI-assisted development to turn ideas and business problems into working digital products and workflows.

AREAS OF EXPERTISE

- Product Strategy & 0→1 Development
- AI-Native Product Building
- Product Discovery & Definition
- UX & Product Design
- AI-Assisted Development
- Agentic Workflows & Automation
- Digital Product Strategy
- Technology Strategy
- Product & Technology Leadership
- Cross-functional Collaboration
- SaaS Product Development
- Fintech & Digital Platforms

CAREER HIGHLIGHTS

- Experience spanning software engineering, product, UX, entrepreneurship, and technology leadership, combining hands-on technical foundations with extensive experience taking digital initiatives from concept to production.
- Founded and scaled a digital product company that delivered 100+ technology projects across LATAM and the US, leading multidisciplinary teams of up to 80 professionals across Engineering, Product, QA, Design, and Project Management.
- Led the delivery of 7+ strategic products and initiatives for a large US fintech, contributing across product planning, UX, technology, delivery, and production releases during a 7+ year engagement.
- Currently building multiple SaaS products through an AI-native workflow, combining product definition, UX, architecture, AI coding agents, QA, debugging, and production deployment.
- Early builder and entrepreneur, creating digital products ranging from social games to multi-device applications, including award-winning products and a Facebook game that reached 85K+ daily active users.

PROFESSIONAL EXPERIENCE

Tech & Product Lead (via Techtivo), LendingPoint - Fintech 2019 - PRESENT

- Led the delivery of 7+ strategic digital products and initiatives for a large US fintech, taking complex business needs from early definition through product planning, execution, release, and production.
- Worked across product, UX, and technology, translating business problems into product requirements, user experiences, technical initiatives, and executable plans in collaboration with Engineering, Product, QA, Design, and Analytics.
- Contributed directly across multiple disciplines throughout the engagement, including product definition, UX/design, iOS development, release planning, production deployments, and operational problem-solving.
- Led multidisciplinary teams and coordinated complex production releases, balancing product priorities, technical dependencies, quality, and business-critical timelines.

Founder & Product Director, AppSolution - Digital Products Studio 2013 - 2019

- Founded and scaled a digital product studio that delivered 100+ technology projects across mobile, web, and

enterprise platforms for clients across LATAM and the US.

- Worked directly with clients from idea to product, translating business needs into product concepts, user experiences, technology approaches, and execution plans.
- Led multidisciplinary teams of up to 80 professionals across Engineering, Design, QA, and Project Management, combining product direction with technology and delivery leadership.
- Shaped digital products across mobile, web, and emerging platforms, working at the intersection of product strategy, UX/design, technology, and business.
- Developed partnerships with universities and technology ecosystems to recruit and mentor talent and support the company's growth.

Development Manager (Colombia) MOVL Connect 2011 - 2013

- Led software development teams building multi-device products across Samsung Smart TV and mobile platforms, collaborating with international teams across product, design, and engineering.
- Contributed to the design and development of award-winning digital products, including an application recognized in the Samsung Smart TV Challenge.

Game Engineering Lead Mentez 2010 - 2011

- Led game development teams building social gaming products for international markets, combining engineering leadership with hands-on product development.
- Collaborated with multicultural teams in Beijing across engineering and product development, contributing to the creation and release of social gaming experiences.

SELECTED PRODUCTS

Odentia

Dental SaaS Platform AI-native product · UX · clinical workflow

Mi Pádel Club

Sports SaaS Platform Web + mobile · multi-tenant · bookings · tournaments

SolarDesk

Solar SaaS Platform Product · subscriptions · payments · operations

AI-NATIVE TOOLKIT

Claude Code · ChatGPT · Codex · Git/GitHub · Supabase · Vercel · Next.js · Expo/EAS

EDUCATION

Postgraduate Specialization in Project Management

Universidad de Boyacá - 2016

AI Product Management Specialization

Duke University - 2025

MSc in Web Design & Multi-device Development (UI/UX)

VIU - Universidad Internacional de Valencia / ES-Design Barcelona - 2019

BSc in Systems & Computer Engineering

Universidad Pedagógica y Tecnológica de Colombia - 2003

AWARDS & RECOGNITION

Winner — Build a Successful Facebook Application (2008)

Won among 600+ teams; reached 85K+ daily active users with Virtual Tejo.

Winner — Samsung LATAM Smart TV Challenge (2012)

Developed multi-device mobile + SmartTV applications for regional competition