

AJ REYES

CTO | AI Product Developer

PROFESSIONAL EXPERIENCE

Waffl

Chief Technology Officer

JANUARY 2025 - PRESENT

Build AI-powered products for Waffl and its clients, directing product planning, application and backend architecture, and infrastructure decisions.

SELECTED PRODUCT DEVELOPMENT

01 Waffl | Client & project operations

Client portals, project management, agentic project and sprint planning, and tracking.

02 Learnology AI | Agentic LMS

Homeschool course and lesson creation, teacher and parent portals, coursework, gradebooks, quizzes and teacher tools.

03 Curriculum & learning platform

Christian ministry platform for curriculum creation, progress tracking and interactive student experiences.

MORE PROJECTS + EXPERIENCE →

PRODUCT THINKING.
TECHNICAL DIRECTION.
CREATIVE EXECUTION.

Hands-on CTO building AI-powered products and business applications with Codex and Claude Code. Agency ownership and marketing leadership bring a business-minded perspective to development.

CONTACT

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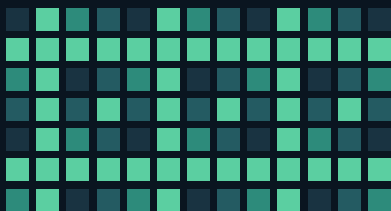
LINKEDIN

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CAPABILITIES

Built across
product, code
and brand.

TECHNICAL SKILL GROUPS



AI-ASSISTED DEVELOPMENT

Codex
Claude Code
Agentic workflows

WEB + LANGUAGES

Next.js · TypeScript
Python

MOBILE

Swift · Native iOS

SYSTEMS + STRATEGY

Product planning
Application architecture
Backend architecture
Infrastructure decisions
UI/UX design

MARKETING + DESIGN

Brand concepts
Digital marketing
Analytics + market analysis

AJ REYES

EXPERIENCE + CAPABILITIES

SELECTED DEVELOPMENT / CONTINUED

04 Commercial-door ERP

Quoting, estimates, client management and invoicing for a commercial-door installation business.

05 Business agents & personal assistance

Internal business agent platforms and a Christian-life personal assistant accessible through an app or messaging.

ADDITIONAL DEVELOPMENT

Built fully native iOS applications in Swift.

MARKETING LEADERSHIP

Incore Residential

Marketing Director | 2025 - Present

Full-time initially; part-time since January 2026.

- Develop branding concepts for new-construction multifamily rental communities.
- Plan and execute property marketing: website design and content, Google profiles and reviews, and listings on Apartments.com, Zumper and Zillow.
- Manage social media and property-level marketing budgets across Google Ads, Facebook Ads and other channels.
- Analyze performance with Google Analytics and Search Console, alongside complete market analysis.

DBA Web Designs

Founder & Owner | 2020 - 2025

Founded and operated a web design and development agency.

EDUCATION

Polk State College · Chicago State University

College studies, 2008 - 2012
Study focus: Business, Marketing and Management