Leonardo Sola

Product Engineer · AI Products, UX & Technical Leadership

Franca, SP, Brazil · Remote · lsolaproducoes@gmail.com · +55 16 98161-6318
sola.dev.br · linkedin.com/in/leonardo-sola · github.com/LeonardoSola

SUMMARY

Product engineer with 5+ years in software. At a US AI company I grew from backend developer to backend lead of a 300K+ user platform, mentoring engineers, and now build AI search products. I own products end to end: product decisions, UX, content quality and the system behind them. AI-native: coding agents (Claude Code, MCP) write most of the code; I own the architecture, review, tests and final quality.

EXPERIENCE

Snack Prompt (US) **Jun 2023 – Present**
Remote · AI prompt and automation platform

Product Engineer, AI Search Jul 2026 – Present

- Building **AEO Rank Check** (aeorankcheck.com) on assignment for partner company NexaRoofing. It asks ChatGPT, Google, Claude, Grok and Meta AI the questions customers ask and reports whether a local business is recommended over competitors. **First month: 470+ businesses checked, 97 leads.** Built with Next.js on Hetzner, Google Cloud APIs (business search, PageSpeed Insights/Lighthouse), DataForSEO and Resend.
- Deliver SEO, AEO and GEO improvements for the partner company's clients so their sites rank on Google and get cited in AI answers.

Backend Lead Jun 2024 – Jun 2026

- Led the backend team until Aug 2025, then ran it as the **sole backend engineer**, owning a platform with **300K+ users, 1.1M+ prompts and 2.3M+ prompt runs** across 12 Go microservices on PostgreSQL and AWS. Top contributor to the core service (**1,500+ commits, 3× the next engineer**).
- Built the public API and integrations behind **2,000+ issued API keys** (Make.com, Zapier and n8n modules, webhooks), and the first version of the platform's LLM content pipeline, which the team later expanded.

Backend Developer Jun 2023 – May 2024

- Built core Go services for prompts, ChatGPT integration, marketplace and comments as the platform grew past 250K sign-ups in its first year.

Go, PostgreSQL, AWS, microservices, Next.js, TypeScript, OpenAI API, Google Cloud APIs, DataForSEO, Make.com, Zapier, n8n

sola.dev.br: Founder & AI Product Engineer (freelance) **2024 – Present**
Remote · AI-built products, SaaS and websites for small and mid-sized businesses

- **WooCommerce catalog plugin:** custom WordPress plugin (PHP, JavaScript) that generates a distributor's product catalog as a PDF straight from 539 store products. It replaces a 12-page, image-only catalog made by an agency with a PDF that has searchable text, links and vector graphics, at half the size.
- Cut admin database queries from ~5,000 to ~50 with batched loading. Shipped 10 releases with backups and one-click restore, tested on a Docker replica of the store.
- **PulseTwo 360:** business-diagnostics SaaS with subscriptions, payments and per-area action plans (Svelte, Hono, Cloudflare).
- **Real estate lead-gen site:** Next.js on Cloudflare with 30 local SEO guides and AEO-ready structured data, sending leads straight to WhatsApp.

TypeScript, Next.js, Svelte, Hono, Cloudflare, PHP, WordPress/WooCommerce, Docker, Claude Code

OTicket: Full Stack Developer **Feb 2022 – Jun 2023**
Franca, SP · Event ticketing platform

- Built and maintained the platform end to end: Go and Node.js/TypeScript APIs on PostgreSQL, React and Next.js websites, and mobile apps in Flutter and React Native.
- Integrated the Mercado Pago and Pagar.me payment gateways. Owned code reviews and technical decisions, and improved performance and reliability.

ENGDigital: Developer Intern **Oct 2021 – Jan 2022**

- Web apps and internal tools across frontend, backend and databases in an agile team.

SKILLS

AI: LLM integration (OpenAI, Claude), LLM pipelines, MCP, AI agents and agentic coding workflows, Claude Code, SEO/AEO/GEO

Backend: Go, Node.js, TypeScript, PostgreSQL, microservices, REST APIs, webhooks, payments (Mercado Pago, Pagar.me), PHP

Cloud: AWS, Cloudflare (Workers/Pages), Hetzner, Vercel, Docker, CI/CD

Homelab: self-hosted Debian server running 15+ Docker services behind Caddy and Tailscale (PostgreSQL, Redis, n8n, Home Assistant, Vaultwarden), plus client staging environments and a Telegram price-watcher bot

Frontend & mobile: React, Next.js, SvelteKit, Tailwind CSS, React Native, Flutter

EDUCATION · AWARDS · LANGUAGES

Technologist in Systems Analysis and Development, Fatec Franca, 2021 – 2023 · InterFatecs Programming Marathon 2022: 9th of 193 teams

Portuguese (native) · English (upper-intermediate, B2; daily work with a US team)