

AI DIRECTOR · DEVAX

Alexander Ramírez Alas

I connect businesses to **AI**, automate the **repetitive work** and build the **systems that run them**, from analysis and solution design to implementation and testing.

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10+	10+	2,000+	8+	+20%
years in data, systems and AI	AI-integrated projects delivered	B2B accounts in a CRM I built	APIs joined in one company platform	sales from data-driven changes

EXPERIENCE

AI Director · Devax

2020 – PRESENT

AI solutions agency: client services and in-house products.

- Lead **AI integration strategy** for client projects, from discovery to deployment.
- Built **Xslabs**, a SaaS that turns countertop CAD drawings into priced quotes.
- Built the **Devax AI front desk**, a voice agent that answers and books calls.
- Deploy production **RAG systems** with OpenAI and Gemini / Vertex AI.
- Design **AI agents and MCP servers** for client CRMs, ERPs and stores.
- Run **generative content** (Nano Banana, Seedance) and **Meta Ads**.
- Self-host client platforms: **Ubuntu**, Supabase, Docker, Cloudflare.

Systems Engineer · RYASA S.A. de C.V.

2016 – PRESENT

Industrial and laboratory equipment, El Salvador.

- Architected and built **RYASA Hub** from the ground up: CRM, quotes, online store, inventory, HR, finance and electronic invoicing in one login.
- B2B CRM for **2,000+ corporate accounts** (pipelines, quoting, advisor workflows), plus a B2C store with **PayPal and Wompi** checkout and a 4-tier loyalty program.
- Production **RAG** (pgvector + semantic search) behind an AI sales agent.
- AI that **reads supplier invoices** and datasheets into clean records; shared **WhatsApp team inbox** linked to each customer.
- Automated field operations with **Postgres triggers and edge functions**; run Google Cloud and Workspace.

WHAT I DO

AI agents

Voice, SMS and chat that answer customers day and night.

Automation

Invoices, sheets and e-mails become records. Nobody retypes.

Business systems

ERP, CRM, inventory and quoting, built around how a team works.

Web + mobile apps

Web apps, online stores and Android apps, with AI where it saves time.

TOOLKIT

AI models & platforms

OpenAI GPT · Gemini / Vertex AI · Claude · Perplexity · ElevenLabs

AI engineering

RAG · pgvector · MCP servers · Claude Code · Voice & SMS agents · Document AI · Computer vision

Creative AI

Nano Banana · Seedance video · Voice synthesis

APIs & integrations

WhatsApp Business · Chatwoot · Twilio · Gmail API · Google Calendar · Meta Marketing API · Electronic invoicing

Payments

Stripe · PayPal · Wompi

Apps & front end

React · TypeScript · Vite · Tailwind · TanStack Query · Installable apps

Back end, data & automation

Supabase · PostgreSQL · Edge functions · Python · SQL · Tableau · n8n

Cloud & infrastructure

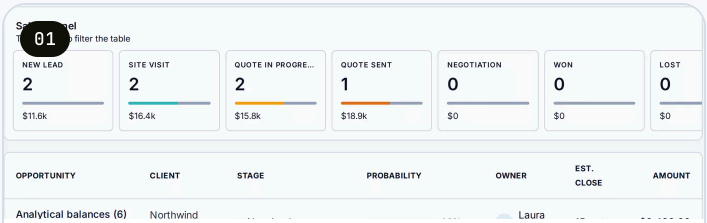
Google Cloud · Ubuntu · Docker · Caddy · Cloudflare · GitHub

Design & marketing

Photoshop · Illustrator · Adobe XD · UX · Meta Ads

Alexander Ramírez Alas

SELECTED WORK · SEE THEM LIVE AT ALEXDEV.SPACE



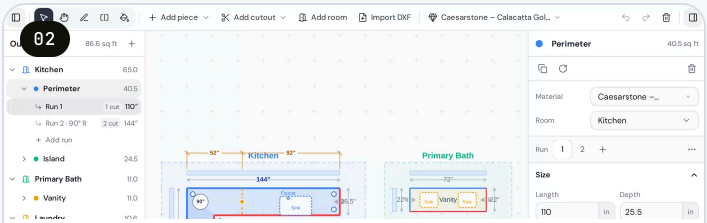
ERP + ONLINE STORE · RYASA

RYASA Hub

One login runs the whole company.

- Deals, quick quotes and e-invoices posted to the books.
- Shared WhatsApp inbox and offline field reports.
- AI scores quotes and reads supplier invoices.

React · Supabase · Gemini · WhatsApp · PayPal



SAAS · STONE FABRICATORS · XSLABS.APP

Xslabs

From a CAD drawing to a priced quote.

- Reads DXF drawings: shapes, cutouts and edges.
- Lays pieces out on real slab photos and shows the yield.
- Remnants measured from a phone photo.

React · DXF parsing · Supabase · Stripe · Gemini



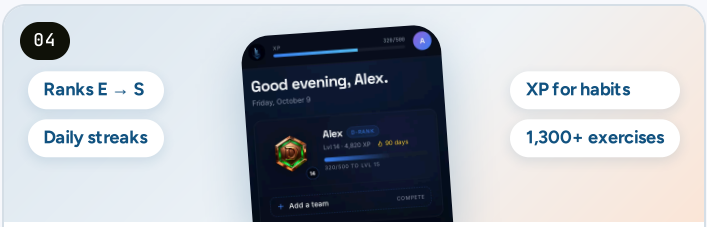
VOICE + SMS AGENTS · SMALL BUSINESSES

Devax AI front desk

Answers every call, books the meeting.

- Picks up day or night in a natural voice.
- Knows the services and the calendar's free times.
- Books it, texts a confirmation, records the lead.

ElevenLabs · Twilio · Google Calendar



MY OWN PRODUCT · HABITS, FITNESS, MONEY

LevelUp Life OS

Real life, played like an RPG.

- Habits, workouts and spending all earn XP.
- Ranks from E to S, with daily streaks.
- AI builds workouts from 1,300+ animated exercises.

React · Supabase · Gemini

HOW I WORK

1 Analysis
Learn where time and leads are lost.

2 Solution design
The scope is agreed before I build.

3 Implementation
Small steps, working software early.

4 Testing
Checked on real scenarios first.

MORE EXPERIENCE

Data Analyst — 2022 – NOW
TELUS International

- Data mining with SQL, Python and Tableau.
- Predictive models for business forecasting.

Business System Analyst — 2019 – 2021
Schmidt + Haensch

- Proposed strategic changes that **increased sales by 20%**.
- Built reports and dashboards for decisions.

EDUCATION

B.Sc. Computer Science
Thompson Rivers University, Canada

Diploma · Graphic Design
Universidad Dr. José Matías Delgado · 2016–2018

Diploma · Industrial Electronics
National Institute of Technology and Industry · 2010–2012

CERTIFICATIONS

- Google Cloud certifications
- DataCamp: Data Modeling, Warehousing & Database Administration
- Masterschool: Data Science Program

Spanish Native · **English** Professional

Let's talk about what's slowing your team down.

Book a call · a.ramirez@devax.org