



Andrés Ayala

VP OF SOFTWARE ARCHITECTURE

Enterprise Modernization · Cloud-Native Platforms · AI-Enabled & Event-Driven Architectures

✉ andresmayala@gmail.com [in linkedin.com/in/ayalamac](https://www.linkedin.com/in/ayalamac) github.com/ayalamac

📍 Medellín, Colombia

Bilingual technology executive with **15+ years of experience** spanning software architecture, DevOps, and product design. As **VP of Software Architecture at Linex Loyalty**, I lead the group-wide architecture and technical-excellence strategy for AI-enabled travel & loyalty platforms, connecting business, product, UX, and engineering around scalable, cloud-native solutions. Recognized for strategic vision and dynamic leadership — translating complex business goals into modern, user-centric platforms across SaaS and AI ecosystems.

PROFESSIONAL EXPERIENCE

LINEX LOYALTY (formerly UltraGroup)

Dec 2024 – Present

Medellín, Colombia · Hybrid

UltraGroup, acquired by Linex Capital, now operates as Linex Travel under the Linex Loyalty umbrella; I serve on the corporate technology team, transversal to the group's business lines.

VP of Software Architecture

Mar 2026 – Present

Appointed Director of Architecture & Technical Excellence in Mar 2026; role elevated to VP of Software Architecture in Jun 2026 as part of the Linex transition.

- Lead the group-wide architecture and technical-excellence strategy, driving the evolution of scalable, cloud-native, and AI-enabled digital platforms across business lines and products.
- Act as a strategic technology leader connecting business, product, UX, and engineering — aligning platform decisions with long-term goals, customer experience, and organizational scalability.
- Guide enterprise modernization across distributed systems, microservices, event-driven architectures, and API ecosystems — advancing multi-tenant platform models for faster delivery and operational resilience.
- Partner with executive leadership and engineering leaders to strengthen technical governance, architecture standards, and observability.
- Lead teams adopting AI-assisted engineering — spec-driven development with GitHub Spec Kit — and agentic implementations built on LangGraph, MCP, A2A, and A2UI.

CURRENT FOCUS

Scaling AI-enabled travel & loyalty platforms — including agentic-AI servicing workflows — as the group expands globally under Linex Loyalty.

Software Architect

Dec 2024 – Mar 2026

- Designed and guided the evolution of the company's software architecture, steering the transition toward scalable, cloud-native, and distributed systems.
- Led the design of microservices and event-driven architectures — services, APIs, and integrations across a growing ecosystem of digital products.
- Partnered with development, DevOps, and product teams to strengthen CI/CD, observability, and production reliability across Kubernetes, messaging platforms, and API gateways.

CORE EXPERTISE

Enterprise & Software Architecture

Cloud-Native Platforms

Microservices & Event-Driven Architecture

API Strategy & Ecosystems

AI-Enabled & Agentic Architectures

Multi-Tenant SaaS Platforms

DevOps, CI/CD & Observability

Product Design & UX

Technical Governance & Leadership

TOOLS & TECHNOLOGIES

CLOUD & DEVOPS

Azure · AWS · Kubernetes · Docker · GitLab · Azure DevOps · Jenkins · ArgoCD · Terraform · SonarQube · Harbor · Nexus · Dynatrace

DEVELOPMENT

.NET · Node.js · Python · Angular · TypeScript · JavaScript

MESSAGING & EVENTS

RabbitMQ · Kafka

AI & AGENTIC ENGINEERING

Claude · GPT · Gemini · LangGraph · MCP · A2A · A2UI · GitHub Spec Kit (spec-driven development)

EXPERIENCE — CONTINUED

LEONISA

Apr 2017 – Dec 2024

Medellín, Colombia · Leading Latin American apparel manufacturer and retailer

DevOps Engineer

Oct 2021 – Dec 2024

- Led the adoption of DevOps practices across multiple development teams, improving software quality, reliability, and delivery speed.
- Designed and maintained CI/CD pipelines and Git-based workflows (Jenkins, GitLab, Azure DevOps), building automation and utility libraries in Groovy, Bash/PowerShell, and Python.
- Drove the cultural and technical transformation that established unit testing, SonarQube quality gates, and security checks as blocking steps in CI/CD — hardening the stability and security of every release.
- Managed Azure infrastructure (IAM, AAD, ACR, AKS, databases, VMs), applying Terraform IaC on select projects, and led the observability strategy with Dynatrace.
- Advised executives and senior leadership on build-vs-buy decisions for digital products and SaaS platforms.

Full Stack Developer

Jan 2020 – Oct 2021

- Developed web applications and PWAs for Human Resources and Production — responsive Angular frontends and RESTful APIs, migrating services from .NET Core 3.1 to .NET 6.
- Enabled containerization across projects (Dockerfiles, Kubernetes manifests) with Python/Bash automation — groundwork later recognized with the creation of a dedicated DevOps role.
- Applied UX/UI expertise — personas, user flows, journey maps, wireframes, and prototypes — during pre-development phases.

Communications Coordinator | Frontend Developer

Apr 2017 – Dec 2019

- Acted as strategist, designer, and developer for HR digital products, redesigning legacy websites and applications with modern web technologies.
- Led wireframing sessions with key users, designed high-fidelity prototypes, and built the resulting frontends end to end.
- Delivered the FOMIL mutual-fund platform: a new website, an investment simulator, and a secure savings & earnings portal integrated with RESTful services.

INDEPENDENT · Miami-based clients

2009 – 2016

Remote · Accounting, real-estate, and legal firms in Miami-Dade & Broward counties

Web Designer & Developer

- Delivered full-spectrum digital solutions — from wireframing to front-end design and development (WordPress, custom plugins, and small web applications).
- Crafted responsive, brand-driven UI/UX and email-marketing campaigns that boosted open rates and engagement in a highly competitive market.
- Managed long-term client relationships, translating strategic objectives into growth-oriented digital products — consistently on time and within budget.

EDUCATION

MSc in Engineering

Universidad EAFIT
In progress · Expected 2027

Software Development Specialist

Universidad EAFIT
2024

Marketing Specialist

Universidad Autónoma de Occidente
2015

Graphic Communication Designer

Universidad Autónoma de Occidente
2014

LANGUAGES

Spanish Native

English C1 · Full professional

LEADERSHIP & STRENGTHS

Strategic vision · Innovation ·
Assertive communication ·
Adaptability · Continuous learning ·
Collaboration · Resilience

"I am always searching for fun, quality, and excellence at work. Let's connect!"

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