

curriculum vitae

Eduardo Laguna

Software Architect · Ottawa, Ontario, Canada

Summary

Since my first PC I knew I'd spend my life with computers. From an IBM-sponsored certification in e-business software in Venezuela to leading software architecture in Ottawa, I've built systems across telecom, insurance, marketplaces and communications platforms. Today I lead architectural design at AffinityClick, grow the Go libraries and observability practices that keep our platform legible, manage a team of 6, and drive AI adoption across engineering — always with an eye on the diagrams that hold it together.

Experience

2025 – present
Ottawa, ON

Software Architect **AffinityClick**

Leading the architectural design and development of new features, alongside internal Go libraries that standardize behavior across our services and speed up delivery. I've grown our Datadog monitoring practice from the ground I laid as a developer and now advocate company-wide for adding the log attributes that make it effective. Managing a team of 6 — mentoring through code review, 1:1s and internal Go talks — while leading AI-adoption initiatives shared across dev teams.

2022 – 2025
Ottawa, ON

Software Developer **AffinityClick**

Introduced alerting through Datadog, ending blind spots on incidents from third-party providers and our own platform — the same monitoring surfaced malicious traffic from bad actors we hadn't been able to see before.

2022

Santiago, Chile

Senior Software Engineer [Mercado Libre](#)

Moved from VIS (Vehicles, Real Estate & Services) into Checkout as a Senior Engineer, where I helped plan and design a new Go-based architecture for the checkout flow alongside a team in Colombia, replacing the legacy stack, and shipped early PRs before moving on. Became a leading Go voice at Mercado Libre — my SyncTech talk on Go generics drew 250+ attendees and was the most popular session that year.

2019 – 2022

Santiago, Chile

Fullstack Developer [Mercado Libre](#)

Built and maintained Servicios and its Quotes (Presupuestos) feature for millions of users — learned to design for traffic spikes and picked up Datadog dashboards and monitors, including weekly on-call rotations ("la guardia") to review and escalate incidents. Later moved onto Loans, integrating mortgage and auto-loan APIs from major Latin American banks: added Datadog-driven checks to disable integrations during latency or error spikes, cached bank responses to cut traffic, ran A/B tests on the Quote flow's UX, and designed a rules engine that matched listings to different bank offers by product segment.

2018 – 2019

Santiago, Chile

Backend Developer [Fork Chile](#)

Backend engineer for Fork's gourmet food e-commerce and physical-store backoffice, maintaining integrations with Odoo and Transbank (payments). Introduced unit testing into a Java Spring monolith that had zero coverage, starting with the checkout flow, then led the effort to slice it into microservices. Built a GitHub/GitLab CI/CD pipeline on AWS that turned late-night, hours-long deployments into fast, routine releases. Shipped a DynamoDB-backed shopping cart that tracked a customer's cart across stores with different inventories.

2016 – 2018

Providencia, Chile

Senior Staff Software Engineer [Movix](#)

Led a 3-person team building Smart Content, an in-house CMS (AngularJS + Spring Boot) powering 30+ media sites that users subscribed to via SMS. Maintained CDN integrations to serve images at scale and built the webhook layer that processed subscribe/unsubscribe events from mobile carriers in real time.

2015 – 2016
Chile

Senior Analyst Integrator **SOAINT**

Designed payment-integration specifications for Servipag, a large bill-payment platform, connecting mobile carriers, gas and electricity providers so customers could pay utility bills through a single system. Built on Oracle Service Bus and Oracle service applications; once a design was reviewed and approved, it moved to the software factory for implementation.

2014 – 2015
Caracas, Venezuela

Senior Developer **Teravision Technologies**

Aircraft-maintenance tracking (Soma); drove the move from SVN to Git and championed design patterns across the team.

2013
Caracas, Venezuela

Systems Consultant **Infosoft**

Web services and orchestration with Java and Oracle Service Bus — XPath/XQuery transformations between platforms.

2010 – 2013
Caracas, Venezuela

Analyst & Programmer **Soluziona**

Java EE consulting at Telefónica Movistar: web services over Oracle databases and Tuxedo services across three projects.

2007 – 2009
Mérida, Venezuela

Programmer **Notibreve**

First job, at a news startup: article modules, blog customization and automated news-video publishing on JBoss, PostgreSQL and Java.

Top skills

- Software architecture
- Go
- Engineering leadership
- AI-enabled engineering
- Observability & reliability

Languages

- SpanishNative
- EnglishFull professional
- FrenchElementary

Event-driven systems

Distributed systems

AWS

Education

Universidad Alejandro de Humboldt

Computer Engineering · 2010–2014

Universidad Nacional Experimental

Francisco de Miranda

2003–2007

Certifications

· Accelerating Through Angular — Level 1

· Didomi Academy Certification

· JavaScript Road Trip — Parts 1 & 2

· Try Git

Speaker at Sync Tech, Mercado Libre