

JAY BRACCINI – PRODUCT ENGINEER

BOOKING Q3 '26

REMOTE · BUENOS AIRES

I build interfaces that *behave* as well as they look.

Twenty years shipping product across healthcare, retail, gaming, and advertising. Design-aware engineering, end-to-end. Available for freelance and consulting engagements.

BASED

Buenos Aires ·
GMT-3

BOOKING

cal.com/braccin
i

LINKEDIN

in/jbraccini

LANGUAGES

English ·
Español

JAY BRACCINI – PRODUCT ENGINEER

01 / BIO

Who I am, *briefly.*

I'm a product engineer. For the last twenty years I've sat in the space between design and engineering — shaping interfaces, then building them, then shipping them into the hands of real people.

The truer version of the LinkedIn blurb: I care about details that compound, I get bored when a product stops behaving well, and I've shipped enough to know the difference between what looks right and what *is right*.

I've worked in healthcare, retail, supply chain, advertising, video games, and IT. Different industries, same discipline: learn the domain, figure out what the thing wants to be, make it real. Based in Buenos Aires, working remote.

BASED

BUENOS AIRES · GMT-3

LANGUAGES

ENGLISH · ESPAÑOL

STATUS

BOOKING Q3 '26

EST.

2006

How I work.

<p>P 1</p> <p>Behavior over <i>polish</i>.</p> <p>A beautiful screen that doesn't work is a failure. Always earn the polish.</p>	<p>P 2</p> <p>Ship to <i>find out</i>.</p> <p>Most debates resolve when the thing is real. Get it real as fast as taste allows.</p>	<p>P 3</p> <p>Details <i>compound</i>.</p> <p>The easing curve, the empty state, the tab order. Users feel what you don't name.</p>
<p>P 4</p> <p>Be <i>legible</i>.</p> <p>Write clearly, explain decisions, name tradeoffs. Part of the craft.</p>	<p>P 5</p> <p>Know the <i>domain</i>.</p> <p>Each industry has its own rules. Learn them before suggesting answers.</p>	<p>P 6</p> <p>Small is <i>fine</i>.</p> <p>Most of the best products were made by four people in a room. Keep the room small.</p>

The *career*, in chapters.

- 2023 – NOW
Hostshare — *UI Architect*
Real-estate product from day zero to public beta in four months. 1K active users, 10K waiting list.
- 2022 – 2023
Hero Innovation Group — *UI Engineer*
Replaced an in-production product with a rebuilt-from-scratch version in four months; led the visual revamp.
- 2021 – 2022
Venzee — *Principal UI Architect*
Translated business ideas into the second iteration of the core cloud product. Idea → MVP in four months.
- 2020 – 2021
BehaveHealth — *Senior React / Next Engineer*
Built behavioral management software helping healthcare facilities respond to patient needs.

○ 2016 – 2020

Agency years — *Senior Frontend Engineer*

Four years of campaign microsites, brand experiences, and product prototypes on tight timelines.

○ 2011 – 2015

Games — *UI Engineer*

In-game UI, menu systems, HUD elements across multiple shipped titles.

04 / WORK

Selected engagements.

2023 – NOW

UI ARCHITECT · HOSTSHARE · REAL ESTATE

Hostshare

Integral in building a real-estate product to help hosts and landlords share and manage properties. Joined day zero; carried it from scratch to public beta in four months.

- Crafted every technology + design decision as business needs evolved
- Balanced aesthetic polish with solid functionality, extensibility and responsiveness

1K

ACTIVE USERS

10K

WAITING LIST

4mo

ZERO → BETA

0→1

STAGE

NEXT.JS

TYPESCRIPT

HOSPITALITY

2022 – 2023

UI ENGINEER · HERO INNOVATION GROUP · IT

Hero Innovation

Identified systemic issues in an existing product's methodology and initiated a parallel rebuild — delivered a complete replacement in four months and led the visual revamp.

- Took design back in-house from an outsourced solution
- Made the product visually cohesive while systematizing the build

4mo

REBUILD

100%

VISUAL OVERHAUL

2

PARALLEL PRODUCTS

1

DESIGN BROUGHT IN-HOUSE

FRONTEND

TYPESCRIPT

DESIGN SYSTEMS

2021 – 2022

PRINCIPAL UI ARCHITECT · VENZEE · SUPPLY CHAIN

Venzee

Translated business ideas into a functional second iteration of the core cloud product. Led product vision, prototyped the UX, and shipped an MVP within four months.

- Ran the new build concurrent with an ongoing revamp — no team disruption

v2

ITERATION

4mo

IDEA → MVP

1

VISION OWNED

ZERO DISRUPTION

FRONTEND

TYPESCRIPT

CLOUD

2020 –
2021

SENIOR REACT / NEXT ENGINEER ·
BEHAVEHEALTH · HEALTHCARE

BehaveHealth

Pivotal in building behavioral management software that helps healthcare facilities respond to patient needs. Bridged UI design, React, and Node to keep the team moving.

1

CORE PRODUCT

3

DISCIPLINES
BRIDGED

REACT

NEXT.JS

NODE.JS

If any of that sounds useful — *let's talk.*

END / COLOPHON

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EST. 2006

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