Johnnery De Jesus

Engineering Manager · AI adoption

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Summary

- Engineering Manager and hands-on software engineer, New York. Prefers remote work.
- Nearly 9 years at Craftsman+ (Feb 2018 – Oct 2026): joined as the first engineer, became the sole head of engineering, then Engineering Manager as the team grew.
- Known for leading teams into AI-assisted engineering, running Agile delivery (Scrum, then Kanban/Scrumban), and automating business processes.
- **Looking for:** an Engineering Manager role leading AI adoption and Agile practice; an AI transformation or AI tooling lead role; or a senior AI software engineer (IC) role.

Experience

Craftsman+ · New York — Feb 2018 – Oct 2026

Craftsman+ is a performance-focused creative agency: video production and interactive ads for large brands, and a content platform that lets anyone create and optimise ads across their marketing channels.

- First engineer at the company; built the early platform alone.
- Sole head of engineering, then Engineering Manager. The balance of management to hands-on work moved between roughly 70/30 and 30/70 as the team's needs changed; he stayed hands-on throughout.
- Ran Scrum as Scrum master, then moved the team to Kanban (Scrumban) when the work became more continuous.
- Led the team's AI upskilling with GitHub Copilot, Claude Code and Claude Cowork, with efficiency gains quarter over quarter.
- Automated business processes across the agency (project setup, delivery tracking, reporting, localization checks).
- **Tools:** Jira, monday.com, Linear, Slack, Heroku, GitHub.

> **The FTE Agent** — Jun – Oct 2026
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> An internal AI platform built at Craftsman+ ("Full-Time Employee Agent"): one interface that automates work across the agency. About 300 commits over four months. Python (FastAPI), Next.js, Postgres with vector search, Claude through a company AI gateway, Heroku, Cloudflare R2. Modules:
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> - **Market Analysis:** scheduled reports on top-performing ads from public ad libraries and data providers (SerpApi, Foreplay, AppMagic), with trends and recommendations for clients.
> - **Client Knowledge Base:** brand guidelines, past creatives and feedback, meeting transcripts and Slack threads per client, searched semantically.
> - **Creative Review:** a designer submits a creative and the agent scores it against client, platform and global best practices, and checks earlier feedback was addressed.
> - **High-Level Concept decks:** generated straight into Google Slides from a brief, with AI-generated images and the client's logo.
> - **Localization checker:** finds misnamed and misfiled localized assets in Dropbox and reports them with direct links.
> - People and delivery dashboards synced from monday.com, with daily Slack digests per person.
> - **Project setup:** plans a project's scaffold from a brief.
> - Usage and cost tracking for every AI call, and a development agent that turns Linear tickets into pull requests.

TreSensa · New York — Mar 2013 – Mar 2017

Software Engineer (intern Dec 2012 – Mar 2013). HTML5 games and playable ads for mobile. Skills endorsed by colleagues there: HTML5, JavaScript, jQuery.

Current projects

- **WaywardJay:** his company for apps, games and literature (waywardjay.com).
- **Scriptaris:** a choose-your-own-adventure reading app for iOS and Android (scriptaris.app), in development. Long branching serials where the reader's choices change the story.
- **ScriptMaker:** the AI writing pipeline behind Scriptaris: story research, synopsis, chapter-by-chapter generation, independent review and targeted repair, covers.
- **Anomander:** his personal AI command centre. It tracks tasks, dispatches coding agents to his own machine, watches usage limits across Claude subscriptions, and sends alerts as Discord messages. It also answers visitors' questions on johnnerydejesus.com.

Skills

- **Leadership:** team management, AI for learning and upskilling, business process improvement, project management, Agile (Scrum, Kanban, Scrumban).
- **AI:** Claude Code, Claude Cowork, the Anthropic API, GitHub Copilot, agent design, retrieval (RAG), prompt and cost control.
- **Engineering:** Python, JavaScript and TypeScript, React and Next.js, React Native (Expo), FastAPI, Postgres, HTML5; earlier PHP, Java, C++, C#, MySQL, ActionScript, Photoshop.
- **Platforms:** Heroku, Cloudflare, Google Workspace and Cloud, GitHub Actions.

Education

Polytechnic University (now NYU Tandon), Bachelor's degree in Computer Science, 2007 – 2012.