Alejandro Labra

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EXPERIENCE

Co-founder & Head of Design and Frontend

Aether | Jan 2025 - Present

Led UI/UX design and frontend across Aether, from brand identity and product design to design systems and production software. Aether builds dealership software for the Canadian automotive industry: Zenith, a dealer CRM, and Horizon, a platform for customer-facing landing pages and dealer websites.

- **Designed the UX and UI of every Aether product.** Designed every UI element in the design system and the UX across Zenith and Horizon, using Figma mockups and wireframes to pitch new features before building them. Designed the inventory Studio, where one VIN entry fills up to 33 fields and each step asks a plain-language question to confirm.
- **Led the frontend from Bubble.io to production React.** Led the move from Bubble.io to React and Tailwind, rebuilding both products in 2-4 months. Built Zenith's frontend: 17 screens and about 250 components on a three-layer architecture with lint-enforced boundaries. Architected Autosite, a multi-tenant Next.js platform that serves every dealer website from one deployment, with per-dealer branding and pages assembled from config.
- **Built the design system and turned it into tooling.** Designed OKLCH design tokens with light and dark mode built in, and about 1,100 Storybook stories covering loading, error and empty states. Specified custom ESLint rules that block raw colours and one-off type, built with Claude Code. A hook runs them on every Claude Code edit and CI runs them again, taking warnings from 1,594 to 0.
- **Ran a two-person build team with AI agents.** Gave each tool one job: Claude Code for the codebase, Claude Design for on-brand graphics and pages, ChatGPT for product copy and Gemini for images. Kept agents on standard with a short CLAUDE.md map, lint hooks and verification steps. Built Numen, self-serve project folders run from a BRIEF.md, so sales staff answer a few questions and get a finished pitch deck or product video. Integrated the Gemini API into Zenith to stage dealers' vehicle photos while keeping real damage visible.
- **Designed the data standard, brand and names.** Co-designed Quint, our vehicle data standard, distilling a 66-field vehicle record into a 15-field summary buyers actually read. Created the brand and naming system (Zenith, Horizon, Quint), with logos, colour roles and brand guides, carried through two company renames.

Software Developer, Data Office

IGM Financial Inc. | Sep 2024 - Dec 2024

Worked across SAP HANA, SAP IQ, SAP Data Services, and Stonebranch for data storage, transformation, and job scheduling.

- **Shipped safe bulk loads, jobs, and workflow queries.** Worked within the team's load-safety pattern for bulk truncate and append loads, job > workflow > dataflow standard and queried source and target data in HANA Studio.
- **Introduced advanced documentation and taught it to hundreds.** Rebuilt the Data Office's onboarding documentation in Confluence: reusable templates, a Day 1 to Day 30 path and leadership-verified glossaries for dense tool conventions, used daily by incoming co-ops. Introduced these new templates by presenting a Lunch and Learn on documentation to hundreds of employees, including how to practice "living documentation" for critical domain knowledge.
- **Standardized vendor data and coding practices.** Contributed to a config-driven Python framework that cleans vendor files (text, XML) into IGM's standard schema and brought shared internal Python packages up to new coding standards and linting rules.

Solutions Architect

Wawanesa Insurance | Sep 2023 - Dec 2023

Enterprise architecture modelling for Wawanesa's application landscape, mapping systems to the business capabilities, compliance and legal rules they support.

- **Delivered senior-level architecture modelling.** Worked in SparxEA and LeanIX under TOGAF principles modelling systems at multiple levels of detail. SparxEA: technical integrations, dependencies, and relationships for architects. LeanIX: simplified capabilities, regulatory requirements, and compliance for business and legal stakeholders.
- **Bridged two enterprise architecture platforms.** Built a LeanIX-to-SparxEA sync through both tools' APIs, deciding how to map objects between two schemas that didn't correspond one-to-one, so the architecture repository stayed current.

DevOps Developer

LotLinx, Inc. | Jan 2023 - Apr 2023

Monitoring, deployment configuration and documentation for Lotlinx's dealer-facing vehicle inventory and advertising platform. The DevOps team kept the platform online and kept releases flowing from GitLab CI/CD through Argo CD to Kubernetes.

- **Hackathon Winner.** Lotlinx 2023 Hackathon Award (People's Choice). Prototyped potential new product for customers, VINder.
- **Standardized YAML and Kubernetes configs.** Standardized environment variable naming across all Kubernetes deployment configs, replacing mixed and hardcoded values; adopted as the team standard.
- **Created the foundation of onboarding documentation.** Learned Kubernetes, Docker and CI/CD from scratch in the first month without internal documentation, then wrote the team's onboarding and DevOps documentation from near zero in Confluence.

EDUCATION

Bachelor of Computer Science (Co-op)

University of Manitoba | Sep 2019 - Jul 2026

Business Management (Minor)

Asper School of Business | Sep 2023 - Jul 2026

SKILLS

Languages: TypeScript, JavaScript, Python, Java, C++, C

Design and Frontend: Figma, UI/UX Design, Product Design, React, Tailwind CSS, Storybook, HTML and CSS, iOS, Android

AI and Agents: Claude Code, Claude Design, Agent Skills, Context Engineering, Prompt Engineering, Gemini API, ChatGPT

Architecture: System Architecture, Systems Design, APIs, TOGAF, SparxEA, LeanIX

Data: SAP HANA, SAP IQ, SAP Data Services, Stonebranch

DevOps and Cloud: AWS, Docker, Kubernetes, PagerDuty, Network Design