Martin Gregorio

Principal Engineer & Software Architect · Mar del Plata, Argentina

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SUMMARY

Principal Engineer and software architect with over 14 years designing backend, cloud and IoT systems. I've built video pipelines for WWE and Canela Media and multi-country fintech with Tigo Money, and today I'm building Armadillo Gaming, an AI-powered gaming table platform. I work with spec-driven development and AI agents, and I teach Software Engineering at IDRA, where I mentor students through projects for real clients.

EXPERIENCE

Software Engineering Teacher — IDRA 2026 – present

- Software lifecycle, agile methods, CI/CD, unit testing, metrics and team roles.
- Integrations with REST and GraphQL APIs.
- I mentor students through the yearly project, a real solution for a real client.

Stack: GraphQL, GitHub Actions

Founder & Software Architect — Armadillo Gaming Jan 2025 – present

- I founded and lead a product that combines hardware and software. I coordinate the team that designs the modular solid-wood tables, builds their electronics and crafts them.
- Designed the IoT platform end to end, from the devices to the cloud, on AWS with infrastructure as code.
- Built an AI board game coach that teaches games and answers rules questions out loud, with answers that cite the rulebook.
- Implemented signed over-the-air firmware updates with automatic rollback.
- I work with spec-driven development and AI agents, backed by versioned contracts and CI quality gates.

Stack: Go, TypeScript, NestJS, Svelte, PostgreSQL, MQTT, AWS, Terraform / OpenTofu, GitHub Actions, LLMs (Claude, Gemini), RAG and embeddings, AI agents

Programming 2 Teacher — IDRA Feb 2022 – Jul 2023

- Programming languages, object-oriented programming and SOLID principles.

Principal Engineer · Canela Media — intive (ex Spark Digital) 2022 – present

- Own the full media pipeline, from the moment a rightsholder's source file arrives until the content is available to customers.
- Mezzanine and proxy transcoding, and automated delivery to QuickPlay and Brightcove.
- Integrated Vionlabs to extract metadata and ad breaks from proxies, speeding up the content team's work.
- CI/CD with GitHub Actions and infrastructure with Terraform on AWS.

Stack: TypeScript, DynamoDB, PostgreSQL, AWS, Terraform / OpenTofu, GitHub Actions

Senior Engineer / Tech Lead · WWE — intive (ex Spark Digital) Sep 2016 – 2022

- Built the internal system that transcodes video with on-premise AWS Elemental Server and delivers it to WWE.com, WWE Network, YouTube, Peacock and Sony LIV.
- Owned the MDM, whose master records each platform inherits metadata from and overrides to meet its own requirements.
- CI/CD with GitLab, and services in Laravel, NestJS and Go on AWS.

Stack: Laravel, Vue, NestJS, MySQL, Beanstalkd, Redis, Go, AWS, AWS Elemental, GitLab CI

PHP Developer Tech Lead — Globant Aug 2014 – Sep 2016

- For Millicom/TIGO, I built the Tigo Money backend, a Phalcon REST API connecting the mobile apps to each carrier's SOAP middleware.
- I rolled it out in Honduras, Guatemala and Bolivia, and supported El Salvador and Tanzania. I started as a developer and became tech lead.
- Then I worked on Handler, a Laravel marketplace for booking home services such as electricians, plumbers or cleaning.

Stack: PHP, Phalcon, Laravel, MySQL

Software consultant and developer — Freelance Jul 2012 – present

- Since 2017 I've built and maintained the CRM of a children's charity foundation, which generates its donors' direct debits across seven card networks (Visa, Mastercard, Cabal and Naranja, among others).
- In 2026 I rebuilt it on Symfony 8 and AWS, with infrastructure as code, CI/CD and atomic deploys with automatic rollback, for about 10 dollars a month.
- Consulting and development on Laravel projects.

Stack: PHP, Symfony, Laravel, MySQL, AWS, Terraform / OpenTofu, GitHub Actions

PROJECTS

This site (2026) — Author
A personal site that is a fish-style terminal, built with Astro and Svelte.
Stack: Astro, Svelte, TypeScript, AWS, Terraform / OpenTofu

Armadillo Gaming (2025) — Founder & architect
Modular IoT gaming tables with AI that set the mood of every game with light and sound, and teach you how to play.
Stack: Go, TypeScript, NestJS, Svelte, PostgreSQL, MQTT, AWS, Terraform / OpenTofu, GitHub Actions, LLMs (Claude, Gemini), RAG and embeddings, Python

Media pipeline for Canela Media (2022) — Principal Engineer
Video ingest, transcoding and delivery, from the rightsholder's file to QuickPlay and Brightcove.
Stack: TypeScript, DynamoDB, PostgreSQL, AWS, Terraform / OpenTofu, GitHub Actions

Transcoding and metadata for WWE (2016) — Senior Engineer / Tech Lead
Internal system that transcodes and delivers video to WWE Network, YouTube, Peacock and Sony LIV, with a metadata MDM.
Stack: Laravel, Vue, NestJS, MySQL, Beanstalkd, Redis, Go, AWS, AWS Elemental, GitLab CI

Tigo Money (2014) — Developer Tech lead
Backend for Millicom/TIGO's mobile wallet, rolled out across several Latin American countries.
Stack: PHP, Phalcon, MySQL

SKILLS

Architecture and cloud: AWS, AWS Elemental, Terraform / OpenTofu, MQTT, IoT
Backend: Go, TypeScript, Node.js, NestJS, PHP, Laravel, Symfony, GraphQL, RabbitMQ
Frontend: Vue, Svelte, Astro
Data: PostgreSQL, MySQL, DynamoDB, Redis, MongoDB
AI: LLMs (Claude, Gemini), RAG / embeddings, AI agents
DevOps: GitHub Actions, GitLab CI, Docker

EDUCATION

Higher Technician in Programming, Universidad Tecnológica Nacional, Mar del Plata (2011 – 2013)
Computer Engineering (partial studies), Universidad FASTA (2006 – 2011)

LANGUAGES

Spanish: Native · English: Professional working proficiency

CERTIFICATIONS

- Go: The Complete Developer's Guide (Golang)
- RabbitMQ and Messaging Concepts
- gRPC [Golang] Master Class: Build Modern API & Microservices
- Software Architecture for the Enterprise Architect
- M121: The MongoDB Aggregation Framework (MongoDB University)