TOMÁS ARRATIVEL



Full-Stack Developer | Next.js · Python · Applied AI

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PROFILE

Full-stack developer with 4+ years of programming experience. I build products end to end, from architecture to deployment. I founded and launched Iron Basic, an AI-powered training platform in production with real users. I integrate AI with judgment: the model interprets and explains, while tested, auditable business rules make the decisions.

EXPERIENCE

Founder and Developer at Iron Basic

June 2026 - Present

AI-powered training and nutrition platform for powerlifting, powerbuilding and bodybuilding, built for people who combine the gym with another sport.

- Designed and built the entire product: frontend, backend, database, AI, payments and infrastructure.
- Planning engine based on tested rules that reduces gym volume according to each user's sport sessions.
- Claude API integration to interpret natural-language requests, import routines, estimate macros from photos and generate weekly summaries.
- Weekly load recalibration based on what the user actually lifted.
- Competition mode: periodization toward a meet date, with a planned weight cut and safety caps.
- Offline workout logging (PWA) with later sync.
- Subscriptions and payments with Paddle, with AI usage quotas per plan.
- Admin dashboard with metrics and acquisition attribution (UTMs).
- **Stack:** TypeScript, Next.js, React, Python, FastAPI, PostgreSQL, Prisma, Claude API, Paddle.

Developer at the Municipality of Gualeguay

April 2024 - Present

- Build new internal systems for municipal employees, from database design to the user interface.
- Design, query and maintain the databases behind the municipal systems.
- Modernize legacy systems: bug fixes, UI and styling improvements, and new features.
- Propose and implement improvements across new and existing systems to simplify day-to-day work for municipal departments.
- Technical support for internal users.

Founder of a CRM and client acquisition system

February 2026 - Present

Client acquisition and automation agency for local service businesses in Mexico and Colombia.

- Built a custom CRM in Next.js for epoxy flooring companies.
- Conversion-focused landing pages, Meta Ads campaigns and AI agents that qualify WhatsApp inquiries.

SELECTED PROJECTS

- **Iron Basic** (ironbasic.com): AI-powered training platform, in production.
- **CRM system:** CRM for epoxy flooring companies in Mexico, built with Next.js.

TECHNICAL SKILLS

Languages: TypeScript, JavaScript, Python, PHP, HTML, CSS
Frontend: Next.js, React.js, Tailwind CSS
Backend: FastAPI, Node.js, Express.js, REST APIs
Data: PostgreSQL, MySQL, Prisma ORM, SQLAlchemy, database modeling and maintenance
AI: Anthropic Claude API, OpenAI, Python agents, prompting, structured outputs
Payments & product: Paddle, PWA / offline mode, UTM analytics
Tools: Git, Resend, n8n, Make, WhatsApp API, Google APIs

EDUCATION

Digital Marketing · CoderHouse — January 2026 - Present
Full-Stack Engineer Professional Certification · Codecademy — February 2024 - February 2025
Full Stack with ReactJS Diploma Program · Universidad Tecnológica Nacional (UTN) — March 2023 - September 2023

LANGUAGES

Spanish: native · English: B2, with work experience on an international team

INTERESTS

Powerlifting and Brazilian jiu-jitsu (competitor). That is what led me to build Iron Basic.