

Javian Picardo

Principal .NET/AI Engineer

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Principal .NET/AI Engineer with 16+ years of experience designing and delivering enterprise cloud applications, personalization systems, and modern web platforms.

Work Experience

- Principal .NET/AI Engineer
- Guidepoint
- 10/2025 - Present | Toronto, Ontario

Project: Predictive Insights Library & Insights Application Modernization

Single-handedly architected and implemented a personalized retrieval and ranking system (Predictive Insights Library) alongside a comprehensive frontend modernization effort.

- **Architecture & Leadership:** Single-handedly architected and developed the Predictive Insights Library, an advanced personalization layer for the Insights portal, driving better alignment between user interests and surfaced content.
- **Micro Frontend (MFE) Conversion:** Led the frontend modernization strategy by converting existing monolith applications into a highly scalable Micro Frontend architecture using React, Next.js, and Module Federation.
- **AI & Search Integration:** Engineered a custom retrieval and ranking engine utilizing Azure AI Search to replace a one-size-fits-all model with highly personalized "Explore" results based on user preference profiles.
- **Data Pipeline & Cloud Engineering:** Currently supporting existing .NET data pipelines and working on migrating them to Databricks to enable secure, high-volume data transfers from the parent CRM application.
- **High-Performance Feature Store:** Implemented Cosmos DB as a highly responsive feature store to capture explicit and implicit user intent signals (e.g., saved searches, engagement, purchases). Ensured system latency remained low by designing personalization writes to be best-effort and non-blocking, while maintaining SQL as the core system of record.
- **DevOps & Operational Safety:** Established a fail-closed, API-gated architecture allowing for rapid experimentation with ranking and retention strategies. Utilized Azure DevOps, feature flags, and Azure Key Vault to enable secure, runtime tuning of the personalization logic without requiring application redeployments.

Skills

Azure, Azure Functions, .NET, C#, Web API, Next.js, React, Cosmos DB, Azure AI Search, RAG, Leadership