

Luca Gilli

SENIOR FULL-STACK &
AI PRODUCT ENGINEER

AI PRODUCT ENGINEERING • TYPESCRIPT
& REACT • AGENTIC & LLM WORKFLOWS

CONTACT

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Linkedin	LinkedIn Profil
Education	«Master in Web Engineering»
German	Native
English	Business Fluent

SKILLS

Web Engineering & Platforms

PHP • JavaScript • TypeScript • HTML •
CSS • React • Node.js • SQL • MongoDB •
PostgreSQL • MariaDB • REST APIs &
SDKs • Responsive Web Applications •
Web Performance • CI/CD • Monitoring •
Github • Google Cloud Platform •
Site Reliability Engineering • Progressive
Web Apps

AI & Automation

LLM • RAG • Semantic Search •
AI-Assisted Content and Workflows •
Prompt Engineering • AI Evaluation •
Grounding • Source Traceability •
Guardrails

Product Engineering & UX

Customer-Facing Applications •
Responsive Web Applications • User
Journeys • Information Architecture •
Prototyping • Usability Testing •
Accessibility • Data-Driven Prioritization

WordPress & Content Management

WordPress • Gutenberg • WooCommerce •
Elementor • LearnDash • WordPress
Multisite • Multilingual Websites •
Content Management • Reusable
Components • Publishing Workflows

SEO, Analytics & Performance

Technical SEO • Google Search Console •
Google Analytics • Core Web Vitals •
PageSpeed Insights • Lighthouse •
Performance Analysis • KPI Reporting •
User Behaviour Analysis •

Stakeholder Management & Delivery

Cross-Functional Collaboration • Agency
Coordination • Requirements Engineering •
Backlog Management • Prioritization •
Roadmaps • Release Management •
Internal and External Stakeholder
Communication

WORK EXPERIENCE

LEXTEC GMBH

Chief Product & Technology Officer / Senior Full-Stack Web Engineer
Since February 2026, Part-Time Volunteer Mandate

Responsible for product strategy, architecture, hands-on development and production delivery of an AI-native LegalTech platform from initial concept to MVP and private beta.

- 0-to-1 AI Product Development**
Led the platform from initial concept to MVP and private beta within three months, reaching more than 400 professionals, users and test participants.
- Customer Discovery & Product Ownership**
Translated insights into product requirements, acceptance criteria, prioritised use cases and an iterative product roadmap.
- Document Workflows & Data Pipelines**
Designed and implemented workflows for ingesting, processing, structuring and indexing legal sources and user-provided documents, including metadata handling, semantic retrieval and downstream AI processing.
- LLM, RAG & Agentic Workflows**
Implemented LLM API integrations, semantic search, document analysis, RAG, agentic workflows and structured outputs across frontend and backend services.
- AI Evaluation, Grounding & Verification**
Established systematic evaluations for LLM, RAG and agentic workflows, increasing success rates from 20% to 95% across more than 100 test cases. Ensured outputs remained grounded, source-traceable and verifiable by users.
- Production Engineering & Reliability**
Defined and implemented standards for code reviews, AI guardrails, CI/CD, deployment, monitoring, logging, security, backups and incident response to support stable, traceable and data-protection-compliant operations.
- External Validation & Industry Engagement**
The product was accepted into the Canton of Zurich's Innovation Sandbox for AI. Represented LexTec and presented the platform's technical approach during a panel discussion at the University of Zurich.

MYCITYHIGHLIGHT AG

CTO & Senior Full-Stack Web Developer
January 2024 – Present

Overall responsibility for product and technology strategy, architecture, delivery and the reliable operation of a portfolio of twelve multilingual B2B and B2C platforms, including custom WordPress solutions, e-commerce storefronts and digital product systems serving more than 120'000 users across the DACH markets.

- Product Strategy, Portfolio & Roadmap**
Translation of business objectives, user needs and technical requirements into a 24-month product and technology roadmap, prioritized backlogs, Product Requirements Documents, acceptance criteria and actionable release plans.
- Team Leadership & Cross-Functional Delivery**
Leadership and mentoring of four Software Engineers as well as coordination of implementation with Product, Design, Marketing, Sales, external development partners and freelancers.
- Product Development & Platform Scaling**
Responsibility for 16 product and platform releases as well as 20 strategic technical improvements. Scaling of the active user base from approximately 20'000 to more than 120'000 users.
- Delivery Excellence & Operational Reliability**
Introduction of CI/CD, automated deployments, monitoring, logging, Root Cause Analysis and blameless postmortems. Increased the release frequency to up to eight deployments per month and reduced the average recovery time from twelve hours to less than one hour.
- Data-Driven Product & Technology Optimization**
Optimization of central platforms with a focus on user experience, conversion, performance and scalability. Reduction of median Largest Contentful Paint from 7.0 to 1.5 seconds on desktop and from 32.9 to 1.5 seconds on mobile.
- Executive Stakeholder Management**
Preparation and communication of product roadmaps, technical trade-offs, risks, resource requirements & investment decisions for the Executive Management Team & Board of Directors.



PROFIL

Senior Full-Stack Software Engineer with more than eight years of experience developing, scaling and reliably operating web applications, digital platforms, e-commerce systems and AI-enabled products.

Combines hands-on experience in TypeScript, JavaScript, React, Node.js, PHP, SQL, REST APIs and database-backed applications with extensive expertise in custom WordPress, WooCommerce and Multisite environments.

Experienced in owning features and platforms from requirements and architecture through development, integration, deployment, monitoring and continuous improvement. Comfortable working across frontend, backend, APIs, data workflows and infrastructure in cross-functional and fast-moving environments.

After several years with broad CTO responsibility, deliberately seeking a more hands-on engineering role focused on building and shipping reliable products while continuing to contribute architectural judgment, product understanding and technical ownership.

EDUCATION

Generative AI Leader Learning Path
2026 | Google Cloud Skills Boost

**Continuing Education Certificate
«Master in Web Engineering»**
2020 – 2022 | IBAW – Lucerne

Web Engineer NDK HF
2021 – 2022 | IBAW – Lucerne

Web Developer NDK HF
2021 – 2021 | IBAW – Lucerne

Web Designer NDK HF
2020 – 2021 | IBAW – Lucerne

**Federal Diploma of Vocational
Education and Training Polygraf EFZ**
2008 – 2012 | stammdruckerei – Schleithelm

WORK EXPERIENCE

MYCITYHIGHLIGHT AG

Deputy CTO & Senior Full-Stack Web Developer
July 2022 – December 2023

Development of customer-facing and internal web applications with increasing responsibility for technical coordination, product requirements, architectural decisions, delivery planning, quality assurance and team leadership.

- **Delivery & Backlog Ownership**
Responsible for backlog management, sprint planning, milestone tracking and technical quality as well as coordinating feature delivery between Engineering, UI/UX, internal stakeholders and external partners.
- **Requirements Engineering & Product Development**
Translation of user feedback, operational requirements and technical dependencies into actionable product requirements, prototypes, features and release scopes.
- **Team Leadership & Resource Management**
Deputy CTO responsibility, leadership and mentoring of the development team as well as shared responsibility for budgets, KPIs, project planning and deadlines.

GILLI FOTO UND DESIGN

Co-Managing Director & Digital Consultant
Since May 2023, Co-Owner

Strategic consulting and technical solution design for web-based projects, e-commerce solutions and digital transformation initiatives for small and medium-sized businesses.

- **Co-Owner of Gilli Foto und Design**
Co-owner of a design company specializing in print and digital solutions. Consulting and advisory services for web-based projects and digital solutions.
- **Design, Development & Content Production**
Conception and implementation of customized web, print and content solutions while ensuring quality, consistency and user orientation across different media formats.

VDF HOCHSCHULVERLAG AN DER ETH ZÜRICH

Production and Project Manager, Print & Digital
November 2017 – May 2022

Platform ownership and cross-functional project management at the intersection of traditional publishing and digital web applications.

- **Team Leadership & International Project Management**
Leadership of the IT and print team as well as coordination of internal departments, external contributors and technical partners.
- **Web-to-Print & Print-to-Web Solutions**
Led the development and project management of a Web-to-Print and Print-to-Web solution that improved digital and physical publishing processes.

MANAGEMENT DIGITAL DATA AG

Techno-Polygraf, Production
November 2016 – June 2017

- **Creation and production of data, layouts and document management processes**
- **Customer service, technical support and quality assurance in production-related workflows**

RINGIER AXEL SPRINGER SCHWEIZ AG

Polygraf & Multimedia Designer
August 2014 – October 2016

- **Frontend development and maintenance of digital publishing platforms**
- **Design, production and quality assurance of print and online content**

RISING TIDE FOUNDATION GROUP

Freelance Multimedia Designer
April 2013 – February 2014

- **CMS and content management (with WordPress) and digital and print publication design**
- **First- and second-level support for IT, marketing, design and content**