

Efrain Plascencia

FORWARD-DEPLOYED AI ENGINEER · 13 YEARS IN AUTOMOTIVE SOFTWARE

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01 PROFESSIONAL SUMMARY

I build AI tools that real teams use every day, not demos. At GEMMACON North America, an automotive software consultancy, I find the slow, manual parts of how we run the business and replace them with software I write and ship myself, including agentic research pipelines, document automation, and containerized Python services. I start with the people doing the work and build what they actually need. Before that, a decade of connected-vehicle software at Toyota, Mercedes-Benz R&D, Hyundai, and PACCAR.

02 CORE COMPETENCIES

01 Agentic AI Systems	02 LLM Integration & RAG	03 Forward-Deployed Engineering	04 Python / FastAPI
05 Prototype to Production	06 Requirements Discovery	07 Connected Vehicle & OTA	08 Software-Defined Vehicle

03 PROFESSIONAL EXPERIENCE

Director of AI Deployment & Solutions
APR 2025 – PRESENT

GEMMACON North America · Long Beach, CA (Remote from DFW)

- Designed and deployed an agentic intelligence system that screens 25 target companies: four-signal taxonomy, 20-point scoring rubric with threshold gating, and a weekly briefing in Notion.
- Built the time-tracking and billing system for the NVIDIA engagement, a containerized FastAPI service used by the CEO, HR Director, and engineering team that tracks 5 engineers, reconciles billed-vs-actual payroll, and saves about 100 hours of manual work a month.
- Built a Python/python-pptx pipeline that turns client JIRA exports into branded executive decks, cutting about a week of manual work to 15 minutes, plus a candidate-profiling tool that scores resumes against job descriptions.
- Own commercial strategy, consulting proposals (NVIDIA, Mercedes-Benz R&D), and technical recruiting for the North America practice; still the technical liaison on OEM programs.

Head of Business Development and Engineering
APR 2024 – MAR 2025

GEMMACON North America · Long Beach, CA (Remote from DFW)

- Promoted within a year of joining to lead the North America practice across Mercedes-Benz, Porsche, and NVIDIA engagements.
- Built and led a cross-functional team from the ground up validating infotainment head units, domain controllers, and SDV architectures.
- Grew engineering headcount 300% and helped grow the company from 7 to 35 employees, adding 3 new projects and landing NVIDIA as a high-profile client.

OTA Test Manager
APR 2023 – MAR 2024

GEMMACON North America · Long Beach, CA (Remote from DFW)

- Led over-the-air update validation for the North American market on Porsche's next-generation E^3 1.2 electronics architecture, which debuted in the all-electric Macan, across five high-performance computers.
- Helped build an 11-person testing team for Porsche's next-generation telematics architecture; owned recruitment and served as the liaison between GEMMACON and Porsche.

Lead Test Engineer
DEC 2022 – APR 2023

PACCAR · Lewisville, TX

- Led end-to-end validation of PACCAR's next-generation EMUX electrical/electronic architecture for Kenworth and Peterbilt trucks: Ethernet-based multiplexed vehicle networking, including dual-boot ECUs.
- Worked directly with Tier-1 suppliers to validate their ECUs against PACCAR requirements; drove root-cause analysis across hardware and software stacks.

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Senior Test Engineer — Connected Services

MAR 2020 – DEC 2022

Toyota Motor North America · Plano, TX

- Owned end-to-end validation of profile, registration, and account-activation flows across app, head unit, and cloud for Toyota and Lexus connected services (5.5M+ vehicles, 40+ models).
- Tested subscription enrollment and payment processing for the Toyota and Lexus apps (1M+ and 100K+ Android installs) and validated service activations across cloud backends and the in-vehicle DCM.
- Technical escalation point: read app and service-layer code to reproduce issues; led defect triage with Japan HQ.

End-to-End Quality Engineer

MAR 2017 – MAR 2020

Mercedes-Benz R&D North America · Long Beach, CA

- Led end-to-end testing across 14 Mercedes-Benz models (up to 3 head unit variants each) spanning smartphones, Siri and Alexa, wearables, and IoT devices.
- Tested MBUX and "Hey Mercedes" (CES 2019 Innovation Honoree); supported the US and Mexico launch of Mercedes me.

Quality Engineer — Telematics

MAR 2013 – MAR 2017

Hyundai Autoever Telematics America · Fountain Valley, CA

- Designed QA processes for Blue Link and Kia UVO telematics across 20+ models, from DCM and head unit to backend and mobile apps.
- Validated the next-generation Blue Link platform (Engadget Best of CES 2014 finalist) and its CES 2015 smartwatch app.

04 EDUCATION

Master of Science, Computer Science

EXPECTED 2029

School to be determined

Bachelor of Science, Computer Science

2008 – 2012

California State University, Long Beach · Long Beach, CA

05 TECHNICAL SKILLS & TOOLS

AI & AGENTIC SYSTEMS: Agentic pipelines, LLM integration (OpenAI, Perplexity), RAG, prompt engineering, scoring rubrics

BUILDING & SHIPPING: Python, FastAPI, Docker, REST APIs, python-pptx, Stripe, OAuth, Vercel, Postgres, Git, Claude Code

AUTOMOTIVE DOMAINS: DCM, Infotainment, Telematics, Connected Vehicle, ECU Communication, OTA Updates, ADAS, SDV

SYSTEMS & INTEGRATION: Embedded architecture, HW/SW debugging, CAN diagnostics, HIL and vehicle testing, cloud APIs

PROCESS & TOOLING: Spec authoring, test design, defect triage, JIRA, Confluence, Notion, Agile/Scrum, release management

06 SPEAKING

Guest Speaker, Mercedes-Benz R&D North America

2025

Presented on applied AI and LLMs in the automotive stack at the Long Beach campus where I once led vehicle testing.

07 PERSONAL PROJECTS

Ask Me Anything

2026

PERSONAL PROJECT · chat.efrain.me

- AI assistant that answers questions about my background from my resume: Llama 3.1 8B running locally through Ollama on a home RTX 3090 Ubuntu PC, served by FastAPI over a Cloudflare tunnel, with a live online/offline status badge on efrain.me.

The Knew York Times

2026

PERSONAL PROJECT · kytimes.ai

- Built, launched, and run a production SaaS end to end: Google and Apple OAuth, Stripe with webhook-driven fulfillment, weekly automated rankings, and a registered LLC. A joke bestseller list where spots are openly bought.

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2026

PERSONAL PROJECT · efrain.me

- Scroll-driven companion resume that maps my career city to city; designed in Claude Design, built in Cursor.

08 CERTIFICATIONS

Designing and Building AI Products and Services

2025

MIT xPRO · Professional Certificate Program

09 LANGUAGES

English NATIVE · Spanish BILINGUAL

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