

# Luis Antonio Woldu

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Hello, I'm Luis — a design engineer based in Toronto with experience spanning product design, operations, content, and early-stage startups. Passionate about creating systems that scale, experimenting, and finding ways to grow through content, partnerships, and conversion optimization. Excited to work closely with driven teams to solve the most ambitious problems.

## Education

**University of Prince Edward Island**

Jan 2021 — May 2024

Environmental Studies, B. Sc., Environmental Innovation and Management

## Experience

**Pulse Advertising** Engineering Intern

Sep 2025 — Nov 2025

Remote

- prototyped high-fidelity UI concepts for the Pi Metrics landing page in Figma.
- collaborated with engineers to implement responsive frontend components for the marketing website.
- helped launch the landing page for Pi Metrics, an AI-powered social media analytics platform that enables brands to measure the impact and ROI of their social media efforts.

**You&Company** Founding Engineer

Jan 2021 — Feb 2022

Remote

- Designed and deployed the You&Family website, translating the nonprofit's mission into an accessible digital experience.
- collaborated with designers and client to create a website that helps families in Germany apply for subsidized holidays
- built the organization's online presence with SEO tools

## Projects

**Hands** AI chef app

Feb 2025 — now

- started building Hands, the first AI personal chef, using AI tools like Claude Code and Cursor
- built a strong foundation in iOS and cross-platform mobile application development and started posting founder-led UGC

**Chef+** iOS video app

2021 — Aug 2023

- co-founded Chef+, a recipe video recommendation app with a small team at my university
- developed proficiency in Swift, SwiftUI, Xcode, and React Native while designing interfaces for this project alongside team members

## 文 Skills

**Tools:** Claude Code • Cursor • Codex • PowerPoint • Linear • Supabase • Firebase • Vercel • SQL (basic)

**Strengths:** Communication • Leadership • Strategy • Public Speaking

**Languages:** English, German (Advanced)