



Rubén García Hernando

Researcher · Entrepreneur · Software architect

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Zetesis

Profile

Researcher, entrepreneur and software architect based in Bilbao. I work across **applied research**, building digital products and the systems that support them. Under **Zetesis** I develop my own products and projects for organisations, from early exploration to launch and operation. I am especially interested in tools for organising and exploring information, artificial intelligence, and interfaces that make complex systems understandable.

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Experience

Zetesis

Jun 2023 – Present

Personal brand · Research, product and consulting

Zetesis is my **personal brand**, under which I build my own digital products, publish applied research and work with organisations that need to turn complex knowledge or processes into useful software. My work combines product strategy, architecture, development, launch and operations.

- I build my own products such as Graphmarks and open labs such as Sebastián, from early exploration to launch and operation
- I turned a project for Antonio Escohotado's legacy into a reusable knowledge and artificial intelligence platform
- I built my own technical and operational foundation to launch products without depending on a provider for every new idea
- I combine product work with consulting and custom development for organisations and small teams

Product strategy

Validation

Design

Development

Operations

Consulting

IronTec

Jan 2025 – Present

AI researcher and platform architect

I research and build artificial intelligence products for documents and audio, taking prototypes and research lines all the way to systems used by real customers.

- Defined the platform architecture of Konect, an enterprise transcription product with several AI providers and automated report generation
- Helped build RAG systems to query documentation and retrieve relevant context for artificial intelligence applications
- Worked on agentic calling systems and voicebots on LiveKit, integrating real-time voice with automated flows
- Integrated chatbots built with Agno into real channels such as Microsoft Teams, Telegram and WhatsApp

Artificial intelligence

Applied research

Platform architecture

RAG

LiveKit

Agno

CERN · Naiz Fit · Tyris · LIN3S

Mar 2017 – Nov 2024

Software engineer and tech lead

I have worked in international teams, consulting firms and product companies. At **CERN** I contributed to CERNphone, a system used by more than 5,000 people with around 30,000 calls a day. Later I took on technical leadership and product responsibility in mobile, web and backend projects.

Products at scale

International teams

Technical leadership

Projects

Graphmarks

Jul 2026 – Present

An extension that replaces the new tab with a **graph of bookmarks**, so you find information through relationships and context instead of having to pick a single folder when saving. Privacy is part of the design: bookmarks stay in the browser.

- Published for free on Chrome and Firefox, with an open web demo
- Designed around three real constraints: privacy, sync quotas and an instantly opening new tab
- Initial validation through my own sustained use; the next challenge is measuring retention and usefulness with users outside the project
- Exploring a commercial path that keeps a free, private core

Product

Privacy

Visualisation

Extensions

Open core

Zetesis RAG and PayloadAgents

Mar 2024 – Present

A platform that turns document collections into knowledge that can be searched and queried with artificial intelligence. Work for a first client became a reusable product foundation, with open components and support for managed or custom deployments.

- Multi-user product with search, agents, subscriptions and messaging integrations
- Open, reusable packages published under the Zetesis Labs organisation
- In-house infrastructure to run the full product lifecycle

SaaS

IA

Open source

B2B

Antonio Escohotado portal

Mar 2024 – Present

A project built with Jorge Escohotado to digitise, organise and make searchable an extensive intellectual legacy. It brings together books, articles, videos, audio and documents in a search and conversation experience with verifiable sources.

- 21 books, 213 articles, 296 videos, 109 audio recordings and 152 documents added
- Hybrid search, an agent with verified citations, a freemium subscription and messaging bots
- Origin of the reusable product that is now Zetesis RAG

Client project

Knowledge

Subscription

Verifiable AI

Sebastián

Aug 2026 – Present

An open voice-to-voice lab on in-house hardware. It combines audio capture and processing, WebRTC, an artificial intelligence agent and a self-hosted control plane to understand and control the full path of the voice.

- Two-way conversation validated on real hardware, with direction tracking, mute and interruption of the response
- Application firmware in Zig on ESP32-S3 and a LiveKit client integrated with the hardware
- Local wake word, OpenTelemetry telemetry and operation on in-house infrastructure

Hardware

Voice

AI

Zig

WebRTC

IoT

ReclamaHoy

Jun 2019 – Jun 2020

An early lead-generation project for revolving credit card claims. I built the landing page and coordinated a digital marketing campaign with an agency, combining development, acquisition and conversion optimisation.

- First hands-on experience with funnels, paid ads and generating sales opportunities

Digital marketing

Conversion

Lead generation

Open source

■ Sebastian

Voice to voice on in-house hardware, from firmware to agent and observability.

github.com/Zetesis-Labs/Sebastian

■ PayloadAgents

Open components for agents, indexing and document search on Payload CMS.

github.com/Zetesis-Labs/PayloadAgents

■ Mileto Infrastructure

Declarative GitOps infrastructure to run in-house services on Kubernetes and Talos Linux.

github.com/Fiser12/Mileto-Infra-GitOps

Education

Master's and Bachelor's in Computer Engineering

Jan 2012 – Jun 2018

University of Deusto

Skills

Product and business

Problem discovery

Value proposition

Validation

Pricing

Customer relationships

End-to-end delivery

Design

Development

Launch

Applied AI

Infrastructure

Operations

Professional English