From Gated Friction to Open IA & Enterprise NL-to-SQL Intelligence

Executive Architecture Case Study: Dismantling auth walls, bifurcating information architecture, and deploying local Pocket-Synth edge intelligence.

Don Martirez
Principal Design Technologist & Systems Architect

don-the-imaginator.com

EXECUTIVE ROADMAP

The 6-Phase Product Design & Engineering Architecture

PHASE 01

Why I Tore Down the Gate

82% bounce in 12s on auth. Autopsy & open access.

PHASE 02

Dual-Track Empathy

Sarah Chen (30s sprint) vs Marcus Vance (30m diligence).

PHASE 03

Tier-2 AI Routing

Pocket-Synth local trap + Neo4j GraphRAG swarm.

PHASE 04

5-Theme Token Engine

RGB CSS variables yielding 0.00 Cumulative Layout Shift.

PHASE 05

Autonomous Telemetry

PowerShell watchdog daemons preventing 30s cold starts.

PHASE 06

AST Code Grounding

Replacing synthetic copy with parsed repository code.

The 82% Bounce Wake-Up Call & Pre-Overhaul Autopsy

1. Analytics Wake-Up Call
GA4 showed 82% bounce in 12s when high-intent recruiters hit mandatory auth.

2. Flawed Exclusivity Thesis
Gating FastAPI behind registration failed in fast executive hiring workflows.

3. 8-Defect Autopsy
Isolated beige styling, buzzword tags, cold starts, and unguided voids.

Key Transformation Metrics

Recruiter Bounce Rate	82% → 12%
Time-to-Code Proof	45s+ → <5s
Friction Vectors Audited	8 Deficiencies

Dual-Audience Empathy Architecture & 4 System Pillars

COHORT A

Sarah Chen: 30s Recruiter Sprint

VP of Applied AI screening 40+ candidates. Demands zero sign-in friction, sub-second latency, and immediate craftsmanship proof.

COHORT B

Marcus Vance: 30m Partner Diligence

Technical Co-Founder inspecting Neo4j graph traversals, distributed resilience, and AST-parsed code depth.

TRANSLATION PILLARS

Bifurcated Pipeline: Tier 1 Pocket-Synth (<10ms) + Tier 2 Cloud GraphRAG Swarm + PowerShell Keep-Alives

Two-Tier AI Routing, GraphRAG & ~78% Token Reduction

TIER 1 (EDGE)

Pocket-Synth Trap

Resolves 80%+ of inquiries in browser localStorage at $0 cost & <10ms P50 latency.

TIER 2 (CLOUD)

Neo4j GraphRAG

FastAPI microservice executing multi-hop Cypher queries across repository code ASTs.

DETERMINISTIC TOOLS

Python DCF Speed

Offloads math to Python (~4ms DCF), cutting token usage by ~78% and eliminating hallucinations.

<10MS	~78%	~4MS
Tier 1 Latency ($0 Cost)	Token Consumption Cut	Python DCF Execution

5 Architectural Personalities with 0.00 Cumulative Layout Shift

THEME 01

Neo-Brutalism

Bold 3px ink borders, tactile paper stickers, Neo Yellow #FFE600.

THEME 02

Editorial Swiss Grid

Mathematical 12-column DIN grid, 0px radius, Swiss Red #B71600.

THEME 03

High-Tech Terminal

CRT phosphor green glow #4BE277, JetBrains Mono telemetry frame.

THEME 04

Spatial Glassmorphism

Deep space canvas #17111F, specular highlights, 24px pill radii.

THEME 05

Clean Humanist

Terracotta #894835, Georgia monograph serif, warm organic paper.

ENGINE ADVANTAGE

RGB CSS Variables

Zero React re-renders; <1ms cascade; CLS: 0.000.

Zero Cold Starts: Self-Healing Daemons & 100/100 Core Web Vitals

Autonomous Watchdog Architecture

Eliminated free-tier cloud hibernation (72h inactivity sleep) using a PowerShell 7 background daemon (neo4j-monitor.ps1) executing TLS keep-alive heartbeats every 5 minutes.

Achieved 100% database availability across 1,420+ verified cycles with zero cold-start hangs.

FIRST CONTENTFUL PAINT
380ms
Good (<1.8s)

LARGEST CONTENTFUL PAINT
640ms
Good (<2.5s)

CUMULATIVE LAYOUT SHIFT
0.000
Good (<0.10)

Measuring Real Outcomes: Commercial Impact & Radical Empathy

BEFORE OVERHAUL

Gated Resume & Cold Starts

82% recruiter bounce rate, ~30s cloud freezes, mandatory account creation barriers, and unguided user voids.

AFTER ARCHITECTURE REBUILD

Open-Access Laboratory

12% bounce rate, <10ms local AI response, 0.00 CLS themes, and self-healing daemons at $0 cloud opex.

3 Core Methodology Takeaways:

1. Check the Ego: True mastery removes barriers with radical empathy.

2. Tool Separation: Compiled code for math; LLMs strictly for routing.

3. AST Grounding: Verifiable repo code replaces synthetic copy.

Enterprise Systems & NL-to-SQL Leadership

01

Bifurcated IA & Design System

Structuring editorial simplicity for 30s scans while isolating deep technical experiments in /lab.

02

Local In-Memory Intelligence

Trapping 80% of common queries locally in browser memory with $0 LLM cost and <10ms latency.

03

Enterprise Data Defense

Translating plain English into read-only SQL over 45 database tables via sqlglot AST parsing.