



DIGITAL SOLUTIONS CONSULTING

Turn complexity into growth

We design and build technology that connects strategy to measurable outcomes.



Mirazo Labs | Sergio Mirazo, founder and lead consultant | Hermosillo, Mexico · Latin America · United States

A senior technology partner

The difference is understanding the problem before writing the first line of code.

Mirazo Labs helps founders, mid-sized companies, and growing organizations start or accelerate their digital transformation. We combine software development, data science, AI, automation, and business thinking to turn complex opportunities into clear, scalable, actionable solutions.

DIRECT ACCESS Work directly with Sergio Mirazo and specialized expertise, without unnecessary layers or intermediaries.	ANALYTICAL MINDSET Physics, advanced mathematics, software engineering, and data science applied to business.	ROI & SCALABILITY We prioritize initiatives by impact, risk, and investment; we measure to learn and scale.
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“The right technology does not start with a tool; it starts with a well-framed business question.”

Services to move forward with confidence

Integrated capabilities to solve everything from a focused need to a full transformation.

Web development Corporate websites, high-impact landing pages, and conversion-optimized PWAs. Outcome: A digital presence that converts	Custom software Enterprise applications, scalable backends, and solutions aligned to your processes. Outcome: More efficient processes
Mobile apps Native and hybrid iOS and Android apps connected to your operation. Outcome: Connected users	Project management Team leadership, agile methods, and quality assurance for your MVP. Outcome: Predictable delivery
QA & pentesting Quality testing, automated testing, and security audits. Outcome: Robust products	Digital marketing META, Google Ads, strategic SEO, and optimization for search engines and LLMs. Outcome: More reach and demand
Data science & ML Forecasts, segmentation, and decision models to reduce risk and uncover opportunities. Outcome: Evidence-based decisions	Automation & integrations AI, dynamic dashboards, and secure ERP integrations through APIs or MCP. Outcome: Less manual work

Designing and building digital products

From a high-impact digital presence to a platform that supports operations.



Web & e-commerce

- Conversion-oriented information architecture and UX
- Integrations, forms, catalogs, and payments
- Technical SEO, performance, and accessibility

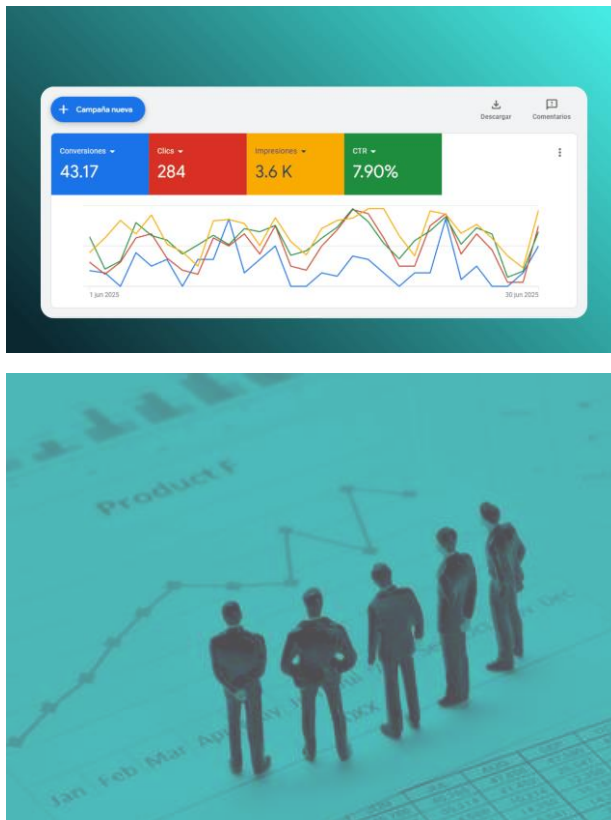
Apps & software

- MVPs, internal applications, and digital products
- iOS, Android, web, and scalable backends
- Modular design to grow without rebuilding everything

Outcome: a solution that is useful for users, sustainable for the team, and connected to the metrics that matter.

Data, AI, and automation applied to business

We turn scattered information and repetitive tasks into better decision-making and operations.



Data science & machine learning

Data exploration and preparation, visualization, forecasting, segmentation, classification models, and decision support.

Automation & integration

AI-enabled customer service, dynamic dashboards, operational workflows, and secure ERP connections through APIs or MCP.

Measurable marketing

Google Ads, META, SEO, and content designed to create demand, learn from behavior, and improve conversion.

Guiding principle: technology should simplify work and make value visible—not add complexity for the sake of fashion.

Methodology: discover before building

Every project starts with shared clarity, testable hypotheses, and a visible delivery path.



1 · Understand	2 · Prioritize	3 · Design	4 · Implement	5 · Measure & scale
Context, objectives, users, processes, data, and constraints.	Expected impact, effort, risks, and dependencies to focus investment.	Architecture, experience, flows, backlog, and success criteria.	Short sprints, demonstrable deliverables, QA, and documented decisions.	Metrics, learning, optimization, and an evolution plan.

We work in close collaboration: frequent reviews, plain language, and business decisions visible to every responsible stakeholder.

Diagnostic sprints: reduce uncertainty

Before committing to a solution, we go deep into the problem to design the right response.

The assessment can be commissioned as a standalone phase or integrated into the full project. The goal is a concrete definition: what to build, for whom, why now, with what architecture, and how we will know it worked.

Sprint 0 · Alignment	Kickoff, objectives, stakeholders, context, and success criteria.	Question and scope map
Sprint 1 · Discovery	Interviews, process review, users, data, tools, and current friction.	Prioritized findings
Sprint 2 · Solution design	Flows, architecture, alternatives, integrations, risks, and experience prototype.	Solution blueprint
Sprint 3 · Roadmap & decision	Backlog, phases, estimate, dependencies, metrics, and executive recommendation.	Actionable implementation plan

Assessment prevents building blindly, enables option comparison, and protects investment through evidence-based decisions.

Trust built on real work

A healthy technology relationship is built on outcomes, direct communication, and shared accountability.

Coyote Marketing <i>“They delivered a professional website that has helped us attract more clients and improve our online presence.”</i>	CentrocelMX <i>“The mobile app significantly increased our productivity. We used to manage everything manually in Excel; now it is automated.”</i>
Cahuamanta Yaquesito <i>“The website with online ordering and a digital menu has brought more visitors and reservations.”</i>	Sumaco <i>“Custom email systems optimized our communication and improved client relationships.”</i>



Senior expertise, bilingual communication, and results-driven focus so your technology investment has direction.



LET'S TALK

Your next technology advantage starts with a conversation.

Tell us about your business challenge and receive a proposal tailored to your goals, context, and investment capacity.

Request an initial assessment and discover which solution makes the most sense for your business.

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Mirazo Labs · Digital solutions consulting