



Luz V.

Front End Developer

I'm an enthusiastic self-taught front-end developer with **8+ years of experience** searching for new professional challenges. I'm oriented to good design and best practices, and love learning and experimenting with modern Javascript tools – like Vue, React– to find new and creative ways to solve problems. Currently venturing into NodeJs.

EXPERIENCE

Front End Engineer / Svitla – Agosto, 2021 - Present

Refactoring Web Apps that modernized the service and boosted sales of the Vacation Club of an international hotel chain, remotely being part of large and small teams of devs, PMs and Q&A testers.

- Refactoring of the vacation club web app where customers can manage their reservations, make payments and find out about promotions, doubling the user base and increasing the total transactions of the club via the web by up to 70%.
- Points of sale to convert guests to potential club members through a trial membership, with an effectiveness of 90% conversion.
- Base template development for hotel modernization projects, based on SOLID architecture with Vue and typescript.
- Development of interconnected CRMs for the control of clients, sales, collections, payments, personnel, and more. for the sale of the vacation club sales process, increasing the speed of the processes and facilitating sales.

Tech stack: Vue, Typescript, NuxtJs, REST, Git, JWT tokens, AWS, Strapi, Vuetify

Webmaster / Eureka! Publicidad – December, 2013 - Agosto, 2021

Top advertising agency where I designed and/or developed for clients in México, USA and Canada.

- Developed websites from concept to production, in close collaboration with clients to achieve their business goals; with a variety of tools and frameworks according to their needs.
- Coached 15+ clients in the use of CMS's like Kirby, Wordpress and Shopify through live sessions and personalized documentation.

Tech stack: HTML, CSS, Javascript, ReactJS, Vue, NextJS, Nutxt, jQuery, REST, Git, JSON

SKILLS

Programming Languages – FLUENT JavaScript, Typescript / FAMILIAR Node, PHP

Frameworks and Tools – FLUENT VueJS, HTML, Git, PugJs, CSS, SASS (SCSS), Bootstrap, Tailwind, Vuetify, Git, npm, jQuery, Sketch App, Adobe XD / COMPETENT NuxtJS, ReactJS, NextJS, REST, SEO / FAMILIAR Redux, GraphQL, MongoDB, GatsbyJS

Languages – Spanish/Native; English/Intermediate;

Education – Bachelor in Graphic Design/Universidad Autónoma de Durango (Dec 2012)