

Alejandro Romo *Front End Software Engineer*

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Profile

Front-End Engineer with a proven track record in both large-scale corporate enterprises and fast-paced marketing environments. Skilled in navigating the complexities of diverse business landscapes, I thrive in delivering innovative solutions that exceed expectations.

Skills

Tech

Javascript, React, TypeScript, Testing Libraries (Jest, RTL), WebPack, Git, CMS Frameworks (WP, Liquid), CSS, HTML.

Interdisciplinary

Leadership and communication, Agile Methodology, UX, Marketing. Bilingual (ESP, ENG) and quick learner.

Professional Experience

Software Engineer, *Mint IT Media*

2023/05 – present | Tijuana/San Diego

- Spearheaded the project's relaunch with a strategic focus on offering Web engineering services tailored for creative agencies.
- Engineered bespoke solutions on various platforms, including Next.js, Shopify, WordPress, and Cargo, meticulously aligning with each client's unique requirements.
- Engage in collaborative hobby projects with colleagues, dedicated to maintaining a cutting-edge skill set and readiness for larger opportunities in the dynamic and ever-evolving landscape.

Senior Front End Developer, *Nebulosa Studio*

2022/09 – 2023/05 | Vancouver, Canada

- Developed websites integrating WordPress' ACF modules and Next JS to build high-end custom websites.
- Led the initiative to implement a flexible UI component library to optimize code reusability and improve performance and accessibility standards.
- Guided the team in implementing practices to improve the development process. This included UI breakdown revisions, ticket grooming, and onboarding into visual testing platforms.

Front End Software Engineer, *Intuit*

2016 – 2021 | San Diego, United States

Joined the Marketing team's transformative initiative to reimagine and rebuild the Marketing Website as a feature-full dynamic platform for marketing professionals. In this pivotal role, key achievements included:

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- Developed a comprehensive page creation CMS, leveraging the WordPress UI to empower marketers with greater autonomy.
- Led the migration of the web application from Handlebars JS to React, improving performance, accessibility, test coverage, and developer experience.
- Built and utilized a Centralized Component Library which provided branding updates, and ensured accessibility standards; all seamlessly integrated for enhanced efficiency.
- Successfully onboarded experiences onto an audience testing platform, ensuring optimization through user-centric testing.

Subsequently, I joined the Authentication team, leading the effort to refactor their widgets to onboard onto the Component Library, gaining branding and accessibility benefits, and streamlining efficiency.

Project Manager/Front End Developer, *Mint IT Media*

2009 – 2016 | Tijuana/SD

- Established Mint IT Media in 2009, providing specialized Website and System development services for companies in North Western Mexico and Southern California.
- Balanced roles by actively engaging in front-end development using HTML, CSS, and jQuery, while concurrently managing clients, colleagues, and providers.

Education

MBA with focus in Executive Leadership, *CETYS University* [🔗](#)

2015 | Tijuana, Mexico

UX/Media Engineering, *CETYS University* [🔗](#)

2009 | Tijuana, Mexico