John Che Larracuente

Frontend Developer | Software Engineer | Creative Technologist | Entrepreneur
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Frontend Developer and Creative Technologist skilled in React, Next.js, and responsive design, with a strong focus on building scalable, user-friendly applications. Founder of Creations X and Ori Company, blending 10+ years of creative media, project leadership, and entrepreneurship with modern technical expertise. Passionate about delivering engaging digital product that drive growth, innovation, and community impact.

Professional Experience

Skinstric AI | *Frontend Engineer*   **Remote | May 2025 - September 2025**
- Engineered responsive web application with JavaScript (ES6+), React Next.js, and REST APIs, boosting cross-browser compatibility and accessibility compliance by 30%+.
- Designed a real-time skin analysis platform integrating the OpenAI Version API and custom image-processing pipelines, achieving 98% detection accuracy and processing 1,000+ images daily.
- Developed dynamic UIs with TailwindCSS, GSAP animations, and modular components, increasing user session time by 45% and enabling rapid A/B testing with a 60% engagement lift.
- Optimized performance using Next.js Server Components, Lottie animations, and advanced debugging practices, reducing load times by 65% (to <2 seconds).
- Streamlined design-to-code workflows using Figma and GitHub, building reusable, standards-aligned components and cutting design-to-development cycles by 25% within Agile sprints.

Creations X | *Founder & Creative Director*   **Washington, DC | 2015 – Present**
- Developed and managed company website, client portals, and streaming platforms using React and WordPress, improving user engagement and accessibility.
- Designed and executed digital campaigns integrating photography, videography, droneography, and UI/UX strategies to strengthen client branding and online presence.
- Applied design thinking and agile workflows to build responsive, visually compelling experiences that supported diverse industries and audiences.

Ori Company | *Founder & CEO*   **Washington, DC | 2019 – Present**
- Built and maintained company website and e-commerce platforms to expand retail reach and customer access.
- Directed adoption of digital compliance and operational systems to streamline processes and ensure regulatory alignment.
- Leveraged entrepreneurial problem-solving and technical skills to scale licensed cultivation & retail company while enhancing digital customer engagement.
- Developing diverse digital platforms, pitch decks, and investor presentation to support ongoing fundraising efforts targeting $5-10M in capital investment.

Projects (personal)

API Search Project:
movie-entertainment-online-library.vercel.app/ | github.com/CreationsXJohnC/movie-entertainment-online-library
- Built a full-stack movie and anime search platform using React and Next.js, integrating OMDb API with 10,000+ titles, and designed a fully responsive UI with dynamic routing, skeleton loading states, and optimized UX for both large-scale search and individual title views.

Technical Skills

Programming Languages: TypeScript, JavaScript, HTML, CSS
Frameworks & Libraries: React, Next.js, TailwindCSS, Redux, React Query, React Hook Form, Zustand
Databases & Platforms: Firebase, Supabase, Netlify, Vercel
Tools & Testing: GitHub, Vite, Jest, React Testing Library, Stripe, VS Code, Figma
Creative Suite: Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Lightroom, Adobe Express

Education

Howard University | *Bachelor's Degree*   **June 2009 - January 2015**
Spanish & Radio, Television, & Film | 3.28 GPA

Frontend Simplified Institute | *Certification*   **May 2025 - September 2025**
HTML | CSS | JavaScript | React | Next.js | Node.js | Typescript | Redux |