John Che Larracuente

Frontend Developer | Software Engineer | Creative Technologist | Entrepreneur

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Frontend Developer and Creative Technologist with expertise in JavaScript, React, and responsive design. Bilingual (Spanish/English) with proven ability to deliver user-friendly web applications and digital platforms. Founder of Creations X (media agency) and Ori Company (licensed cultivation & retail), bringing 10+ years of experience in media production, project management, and entrepreneurship. Passionate about building scalable, efficient, and visually engaging applications while collaborating with cross-functional teams.

Professional Experience

Skinstric AI | *Frontend Engineer*   **Remote | August 2025 - September 2025**

- Built responsive web applications using JavaScript (ES6+), React, Next.js, and REST APIs, emphasizing accessibility, performance, and cross-browser compatibility.
- Designed a real-time skin analysis platform integrating OpenAI Vision API and custom image processing pipelines, reaching 98% detection accuracy across various skin conditions.
- Developed dynamic, responsive UIs with TailwindCSS, GSAP animations, and modular component libraries, resulting in a 60% increase in engagement and facilitating rapid A/B testing.
- Improved application performance with Next.js Server Components, Lottie animations, and scalable debugging practices, reducing load times to under 2 seconds.
- Utilized Figma-to-code workflows to build reusable components and interfaces consistent with UI/UX standards.
- Participated in Agile sprints, using Git/GitHub for version control, peer code reviews, and deployment workflows, while maintaining a portfolio of scalable projects.

Creations X | *Founder & Creative Director*   **Washington, DC | 2015 – Present**

- Founded and manage a creative media agency specializing in photography, videography, live streaming, and digital production.
- Designed and deployed digital content campaigns for clients, sharpening skills in UI/UX, responsive layouts, and visual storytelling.
- Applied design thinking to enhance branding and digital strategies, skills directly aligned with frontend development.

Ori Company | *Founder & CEO*   **Washington, DC | 2019 – Present**

- Established and scaled a licensed cultivation and retail business, overseeing digital platform development and brand strategy.
- Directed adoption of e-commerce and digital tools to improve customer engagement and operational efficiency.
- Applied entrepreneurial problem-solving to launch new services, integrate compliance systems, and streamline digital processes.
- Built and managed company website and digital outreach platforms, combining technical implementation with business development.

Projects (personal)

Search API Project: module6-final-project.vercel.app/ | github.com/CreationsXJohnC/module6-final-project

Created a fully functional Search Platform for movies

- Engineered & integrated a search API for (movies/anime/etc) with a fully responsive design, loading states & dynamic routing to showcase end user's movies on a mass level search and showcase (movies/anime/etc) on an individual route.

Technical Skills

Programming Languages: TypeScript, JavaScript, HTML, CSS
Frameworks: React, TailwindCSS, Firebase, Supabase, NextJS, Redux, React Query, React Hook Form, Zustand
Tools & Other platforms: Netlify, Vercel, GitHub, Vite, Figma, VS Code, Jest, Stripe, React Testing Libraries

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 |