

# Anthony Rosman

## Senior Front-End Web Developer

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<https://portfolioanthonyrosman.netlify.app/>

Frontend developer with 6+ years of experience, involved in the entire software development lifecycle. My expertise includes providing IT solutions for public and private organizations, leveraging a variety of technologies such as JavaScript, ReactJS, TypeScript, Vue, Jest, among others. I am focused on delivering exceptional customer experiences and developing efficient, optimized code while adhering to the DRY principle for diverse clients (B2B - B2C). My goal is to contribute to the design of world-class solutions alongside dynamic, high-performing teams. Lastly, I would like to highlight that I was part of the creation of an award-winning site recognized with an [Awwwards Honorable Mention](#).

### EXPERIENCIA

**Apply Digital – Senior Software Engineer (L3)** — Feb, 2025 – Present

#### 1. - Project: Kraft Heinz – Marketing AI Team

- Implemented and continuously improved key features in an internal AI-powered marketing platform.
- Achieved significant performance and Lighthouse Score improvements via lazy loading, better font management, and reduction of unused JavaScript.
- Resolved critical production bugs related to rendering, dynamic navigation, and component behavior.
- Enhanced automated test structure by maintaining and expanding Jest and Playwright test suites.
- Collaborated closely with design and backend teams to ensure seamless, high-performance user experiences.
- Awarded *Unsung Hero* for outstanding internal contributions.
- Contributed to the development of [TasteMaker](#), Kraft Heinz's generative AI marketing platform, featured during [Google Cloud Next 2025](#), and highlighted in the official [Google Cloud Blog](#).
- Recognized in [Forrester](#)'s blog and transformation report as part of Kraft Heinz's digital innovation journey.

**Tech Stack:** React 19, Next.js 15, TypeScript, Tailwind CSS, Radix UI, Playwright, Jest, React Hook Form, Vercel.

**Atrápalo.com, Frontend Developer** — May 2023 – Oct, 2024

- Developed new components for the web team, applying advanced programming practices and utilizing technologies like JavaScript, ReactJS (using Next.js and server components), TypeScript, and Jest.
- Collaborated on a multi-package monorepo with Lerna, streamlining dependency management and improving code modularity.
- Led the migration of components to a new Storybook catalog, ensuring clear and accessible documentation for the entire development team.
- Created new features per product during sprint iterations (SCRUM) and resolved bugs for the Web Core team, covering areas such as urban leisure, hotels, flights, and shopping cart.
- Built repositories adhering to high programming standards, following best practices, and ensuring code scalability.

**Quantum X, Frontend Developer** — May 2022 – August 2023

- Collaborated with the backend team to improve JSON responses, reducing implementation time on the frontend by 50% through best coding practices and structural enhancements.
  - Refactored legacy code, achieving a 75% optimization in response time by applying SOLID principles under the SCRUM methodology.
  - Reduced the number of customer-reported errors during the warranty period, contributing to improved customer satisfaction.
- Tech Stack:** React, Redux, AWS Amplify, REST APIs, Styled Components, Material UI, GraphQL, TypeScript, Sass, GSAP, Postman, Figma, Git, Jest, React Testing Library, SCRUM, SOLID principles.

**Freelancer.com, Frontend Developer** — January 2020 – May 2022

- Developed components based on functional, UX, and design specifications with high quality and performance, improving user experience by 85%.
  - Managed development from the web interface to integration with systems via APIs and authentication using JWT, improving security by 70% between frontend and backend through SOLID principles under SCRUM methodology.
  - Refactored code, enhancing web security processes by 90% using the Auth0 authentication library.
- Tech Stack:** React, TypeScript, Styled Components, Tailwind, Redux, JWT, Auth0, Jest, RTL, Cypress, SCRUM, SOLID principles.

**Croing.com, Frontend Developer** — March 2019 – December 2020

- Improved page load time by 1.5 seconds by reducing bundle size through code-splitting techniques and using only necessary modules.
  - Reduced customer-reported errors by 80% by implementing end-to-end testing with Playwright.
  - Trained and mentored junior frontend team members, enhancing their performance by 60%.
- Tech Stack:** React, Redux, REST APIs, Styled Components, Material UI, Apollo Client, Framer Motion, TypeScript, Sass, GSAP, Postman, Figma, Git.

**Ezia.com, Frontend Developer** — February 2018 – February 2019

- Improved app performance by 60% using PWA and service workers.
  - Reduced client-reported errors on Jira by 50% through effective client communication.
  - Deployed solutions across environments using GitHub and Netlify, improving deployment time by 70%.
- Tech Stack:** React, Redux, React Router, JavaScript, GitHub, Sass, Jest, Cypress.

### SKILLS

**Programming Languages:** Advanced: JavaScript; Intermediate: TypeScript.

**Framework Tools:** React, Redux, React Query, Vue, Vitest, Jest, React Testing Library, Emotion, Styled Components, Material UI, Carbon,

Lerna, Vite.

**Tools:** Git, GitHub, GitLab, Redmine, Jira, Notion, Slack, Microsoft Teams.

**Agile:** SCRUM.

**Languages:** Intermediate: English; Native: Spanish.

## **EDUCACIÓN**

**Universidad Ludovico Silva** – Monagas, Venezuela. *Computer Engineering, Junio de 2016.*

**Unare III** – Puerto Ordaz, Venezuela. *Bachelor of Science, January 2010.*

*Open source contributions:* [preguntas-entrevista-react-midudev](#), [SWR Vercel](#) – *Documentation for SWR on Vercel, Active Contributor*  
[monkeytype.com/](https://monkeytype.com/)