Gabriel Dalí Rangel Ahumada

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Skills

Frontend: React.js, Next.js, JavaScript (ES6+), TypeScript, Tailwind CSS, Styled-Components, HTML5, CSS3

Backend & Database: Node.js, GraphQL, REST APIs, PostgreSQL, AWS Lambda

Tools & Technologies: Git, CI/CD Pipelines, JIRA, Confluence, Agile Development, SEO Optimization, Replicate API, Gemini AI API

Experience

React Developer, NICE de Mexico – Guadalajara, Jalisco January 2024 – Present

- Faced with the challenge of low organic traffic on existing websites. Developed and deployed responsive, SEO-optimized websites using Next.js. Implemented modern SEO techniques and responsive designs. Increased organic traffic by 35%
- Needed to enhance product personalization for an e-commerce jewelry platform. Design and implement an AI-powered application. Used Gemini API for image analysis and personalized jewelry descriptions. Improved customer engagement and product relevance.
- The company required tailored e-commerce solutions to meet business goals. Collaborate with design and marketing teams. Developed user-friendly interfaces aligned with brand strategy. Delivered solutions that increase user retention and sales.

Full-Stack Developer, Universidad Cuauhtémoc – Guadalajara, Jalisco
October 2022 – December 2024

- System scalability improvements as measured by a 20% reduction in maintenance costs by migrating legacy systems to Nextjs
- A 30% boost in administrative workflow efficiency as measured by internal performance metrics by delivering custom React.js web applications tailored to the institution's needs.
- Increased team productivity as measured by the reuse of secure components across projects by integrating reusable code modules and standardizing development practices.

Web Developer, Librerías Hidalgo – Guadalajara, Jalisco
September 2021 – October 2022
- The website suffered from slow load times and outdated product listings. Action: Integrated external APIs to create dynamic product listings. Result: Reduced load times by 40%, improving user satisfaction.
- High customer support workload strained the team's resources. Action: Automated 70% of customer support queries using Twilio chatbots. Result: Significantly improved response times and reduced operational costs.
- Suboptimal website performance led to decreased user engagement. Action: Implemented comprehensive performance optimizations. Result: Enhanced user satisfaction and increased repeat visits.

Projects

- Built an AI-driven platform for generating high-quality, thematic images using advanced APIs and fine-tuning techniques.
- Focused on seamless user experience and performance, integrating Replicate API and optimizing for speed and responsiveness.

Mexico Interactivo mexicointeractivo.com
- Created an interactive map of Mexico that allows users to explore state-specific data
- Enhanced engagement through a responsive UI and developed a CRM blog system for content management and analytics.

Education

Ingeniería en Sistemas Computacionales

Universidad UVEG | Graduated