

# Fernando Enrique Rodríguez Ruelas

Hermosillo, Sonora, Mexico

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<https://web-portfolio-lime-pi.vercel.app> | <https://github.com/FernandoRuelas>

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## Professional Summary

Software Developer with 3+ years of experience building **user-centered web and mobile** solutions for IoT platforms. Specialized in **UX/UI**, **Vue.js**, **AI-assisted development**, and driving the adoption of **.NET MAUI**.

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## Professional Experience

### Frontend Developer | Intern → Full-time

Didcom Connecting Innovations – Hermosillo, Sonora, Mexico **February 2023 – Present**

- Started as a Frontend Developer Intern and transitioned to a full-time role.
- Design, prototype, and develop IoT web platforms using **Vue.js**, **Vuetify**, and **JavaScript**.
- Create **UX/UI** solutions in **Figma** and translate them into scalable frontend code.
- Improve **user experience** across platforms, significantly reducing support calls.
- Collaborate with **multidisciplinary** teams (electronics, sales, marketing) in agile environments.
- Actively participate in agile ceremonies, contributing ideas during planning and refinement meetings.
- Help improve processes to reduce rework by 30%.

### Mobile Application Developer

Didcom Connecting Innovations – Hermosillo, Sonora, Mexico **2024 – Present**

- Proposed and led the adoption of **.NET MAUI** within the company. Designed and developed internal and production-ready mobile applications using **.NET MAUI** and **C#**.
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## Education (Software Engineering)

Instituto Tecnológico de Sonora (ITSON) – Guaymas, Sonora, Mexico **2019 – 2023**

Graduated with **Honorable Mention and Academic Merit**. Degree obtained through thesis: *Design and Development of a User-Centered IoT Web Platform: The Case of "IOTDEX"*

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## Technical Skills

**Frontend:** Vue.js, Pinia, JavaScript, Vuetify, HTML, CSS, Bootstrap, jQuery

**Backend:** C#, SQL server 2019(Basic), IIS(Basic)

**Mobile:** .NET MAUI, C#

**UX/UI:** Figma, Prototyping, User-Centred Design

**AI:** AI-assisted development, Prompt engineering, AI-driven ideation

**Methodologies:** Agile, Scrum, UX, UI

## Soft Skills

Leadership, effective communication, adaptability, fast learner, problem-solving, cross-functional collaboration, disruptive thinking, Antifragile mindset.

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## Languages

Spanish: Native | English: Intermediate