



ENZO ARIEL SASO

Frontend Developer

4+ years of experience developing innovative, customer-centered products that exceed business needs. Proficient in JavaScript, TypeScript, React, Redux, NextJS and GraphQL. Track record of launching successful ecommerce products, reducing bounce rate and increasing conversion rate through code optimization and redesign. Strong problem-solving and troubleshooting skills with the ability to quickly understand and adapt to new technologies. With an entrepreneurial and lean mindset, always looking for new ways to improve user experience and drive business growth.

MOST RECENT WORK EXPERIENCE

Frontend Developer at acordeavos.com

August 2019 - January 2023 [Mendoza, Argentina] [Lingerie E-commerce, B2C]

RESPONSIBILITIES

- Designed and developed an e-commerce platform from scratch, utilizing technologies such as ReactJS, NextJS, Redux, and GraphQL.
- Implemented a comprehensive product page that included features such as product swatches selector, image slider, related products, featured products, and more.
- Developed a list of products with filters by category, size, color, price, and brand, as well as quick view options, new, hot, and sale tags.
- Built a cart page that supported discount coupons and their respective logic.
- Designed a checkout page with MercadoPago as the payment gateway, shipping selection based on city and costs, and email functionality.
- Created an administrator panel from scratch, which included a list of orders, filters, search functionality, label printing, and a WhatsApp link to communicate with customers.
- Implemented a product editor with the ability to create variations and a product image gallery.

KEY ACCOMPLISHMENTS

- Reduced infrastructure cost by 30% implementing caching techniques.
- Developed a modal to bulk edit products, in 4 days it was already in production.
- Improved site speed by implementing lazy loading and optimizing images, resulting in a 15% decrease in bounce rate.
- Developed a new product page that improved the conversion rate by 12%.
- Streamlined the product catalog management process and improved its job performance by reducing time from 4/5 daily hours to 20/30 minutes daily.
- Successfully launched a fully functional e-commerce platform with a comprehensive administration panel.
- Streamlined the product selection process for users with a comprehensive product page that included filters and quick view options.
- Provided a seamless checkout experience with a payment gateway integration, shipping selection, and email functionality.
- Streamlined order management for the administrator with an intuitive panel that included filters, search functionality, and communication options with customers.

Freelancer at enzosaso.com

July 2017 - Present

RESPONSIBILITIES

- Developing and implementing WordPress websites for multiple clients.
- Overcoming challenges such as implementing a referral system and accumulative points system with purchases.
- Developing multi-language websites and implementing role-based pricing.
- Implementing various ecommerce functionalities related to marketing, such as cross-selling, product bundles, flash and private sales, promotions and gifts, referral and loyalty programs, remarketing, and shopping cart abandonment.

KEY ACCOMPLISHMENTS

- Successfully developed and delivered over 20 websites for various clients, mostly with WordPress.
- Implemented complex features such as a referral system, accumulative points system with purchases, and multi-language functionality.
- Successfully overcome significant challenges during the development process, including troubleshooting technical issues and finding creative solutions to meet specific client needs.

SKILLS

✓ Fast learner	✓ Mentoring	✓ TypeScript
✓ Strategic planning	✓ Pragmatic thinking	✓ React JS
✓ Team player	✓ Coaching	✓ Next JS
✓ Lean mindset	✓ Active listening	✓ Redux
✓ Inclusive leadership	✓ Change Management	✓ GraphQL
✓ Abstract thinking	✓ Project Management	✓ Test-driven development (TDD)
✓ Adaptability	✓ Team leadership	✓ Domain-Driven design (DDD)
✓ Agile principles	✓ NoSQL	✓ Git
✓ Problem solving	✓ JavaScript	

LANGUAGES

Spanish and English.