

# Javier Maldonado Rivera, Senior Front-End Engineer

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Senior Front-End Engineer **with 8+ years of experience specializing in Vue.js, TypeScript, and eCommerce solutions**. Proven track record in optimizing UX/UI, improving performance, and leading migrations for large-scale platforms, including **browser extensions and Magento 2 projects**.

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## EMPLOYMENT HISTORY

### Senior Front-end Engineer at Leadgenius

MAY 2022 — PRESENT (California, USA) (Sales Enablement, B2B Marketing, Data Analytics)

#### Responsibilities

- Developed new features for **web** and **Google Chrome extension** platforms using **Vue.js, Nuxt.js, TypeScript, and Tailwind CSS**.
- Collaborated with product and design teams to **enhance UX/UI** and align with business goals.

#### Key Accomplishments

- Implemented a wizard versioning system to test and compare different views to track user engagement for each version. Installed and configured tools like **Hotjar** and **Mixpanel** to capture and analyze metrics, providing actionable insights to improve specific views or select the most effective version.
- Contributed to the **successful migration of the Chrome extension** manifest from version 2 to version 3. This involved restructuring the application to leverage **TypeScript** and **Tailwind CSS** for improved modularity and optimized performance, resulting in faster response times and a more maintainable codebase.

### Magento Senior Front-end Engineer at Concentrix Catalyst

NOVEMBER 2019–MAY 2022 (Chihuahua, México) (eCommerce, Magento Development)

#### Responsibilities

- Led the front-end development for **three projects (Deal Genius, Learning Resources, etc.)** based on **Magento 2**, ensuring timely delivery and high-quality standards.
- Designed and developed custom **themes from scratch** for Magento 2, following **BEM** methodologies and utilizing technologies such as **LESS, JavaScript, XML, PHP, MySQL and Docker** to deliver robust and efficient solutions.

#### Key Accomplishments

- Delivered **three custom Magento 2 themes**, improving user engagement and conversion rates, and implementing modular frontend architectures for faster future feature development.
- Optimized frontend performance through CSS/JavaScript minification and lazy loading, **improving load times** and SEO.

### Webmaster at Interceramic

APRIL 2019–NOVEMBER 2019 (Chihuahua, México) (eCommerce, Industrial Sector)

#### Responsibilities

- Managed the **Interceramic website** (eCommerce - **Magento 2**), ensuring optimal performance and user experience, while implementing continuous improvements.
- Coordinated with the **Interceramic USA team** on website enhancements and regional needs, developing web solutions to address technical and business requirements.
- Documented processes and improvements for efficient knowledge sharing and team workflow.

#### Key Accomplishments

- Improved the eCommerce platform by implementing performance optimizations, resulting in faster load times and better user engagement.
- Solely responsible for enhancing the **Magento 2** platform with custom features, improving site functionality and customer experience.
- Created detailed process documentation, ensuring effective knowledge transfer and streamlined operations for future website updates.

## Front-end Engineer at Alpha Cenit

JUNE 2016–APRIL 2019 (Chihuahua, México) (eCommerce, Tax Billing)

### Responsibilities

- Developed websites using technologies like HTML5, CSS3, [JavaScript](#), jQuery, Bootstrap, [PHP](#), [Laravel](#), and [Vue.js](#), ensuring efficient, responsive, and user-friendly designs.
- Designed and built mobile applications for [Android](#) (Java) and [iOS](#) (Swift 4), rapidly learning the required programming languages.
- Led the website design process, focusing on both usability and visual appeal.
- Executed SEO strategies to improve visibility, search engine rankings, and user traffic.
- Managed website maintenance and implemented continuous improvements to optimize performance.

### Key Accomplishments

- Successfully created websites in minimal time, delivering high-quality and functional results across multiple client projects.
  - Independently learned Java and Swift 4 to build and launch two mobile applications, achieving successful app deployment despite lacking prior knowledge.
  - Enhanced SEO performance, significantly improving website rankings and increasing user engagement.
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## SKILLS

- **Frontend:** Vue.js, Nuxt.js, React, TypeScript, Tailwind CSS, Bootstrap
  - **Backend:** Node.js, PHP, Laravel, SQL, Firebase
  - **eCommerce:** Magento 2, Chrome Extensions, CMS
  - **Mobile Development:** Android (Java), iOS (Swift)
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## EDUCATION

### [B.Sc. in Software Engineering](#) at Universidad Autónoma de Chihuahua

2011–2016 (Chihuahua, México)

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## LANGUAGES

- Spanish - Native speaker
- English - Professional proficiency (B2 level)