

# Jorge Plasencia

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## EDUCATION

### Tecnologico de Monterrey

Bachelor of Science in Computer Science and Technology

Aug. 2020 – May 2024

Guadalajara, Jalisco

## EXPERIENCE

### Frontend Team Lead

Lolasux

Sept. 2024 – Present

Zapopan, Jalisco

- Created multiple complex user interfaces including onboardings using state machines, chats, and a back-office.
- Led transformative frontend initiatives with cutting-edge AI integration to enhance user experience and operational efficiency.

### Research & Development Intern

HP Labs

Oct. 2023 – Jul. 2024

Guadalajara, Jalisco

- Revamped 3D graphics visualization software with new features tailored for advanced manufacturing, speeding up rendering by 25% for faster prototype iterations and market entry.
- Led the redesign and optimization of software frontend, resulting in a more user-friendly interface. Upgraded efficiency in navigating and manipulating complex 3D scenes by 25% for refined productivity in manufacturing workflows.

### Frontend Engineer

Lizza

Jan. 2023 – Jul. 2023

Zapopan, Jalisco

- Deployed turborepo for efficient code management, boosting development speed by 30% and cutting new developer ramp-up time by 50%.
- Spearheaded tech stack upgrade, leading to 30% faster page loads, 20% higher user engagement, and a 40% increase in user satisfaction while serving as primary UI frontend engineer.

### Jr. Frontend Engineer

MisFans

Mar. 2022 – Oct. 2022

Zapopan, Jalisco

- Helped integrate modern web technologies, enhancing page load speed by 15%, boosting user engagement by 5%, and increasing user satisfaction by 15%.

## PROJECTS

### Vesta (HP Labs) | JavaScript, React, Three.js, VTK.js, 3D Printing, Electron.js

Oct. 2023 - Jul. 2024

- Contributed to the development, a sophisticated software tool utilized at HP Labs, leveraging **Three.js** for **WebGL**-based 3D visualization and interaction for preparing models for 3D printing using React and Electron
- Mitigated crashes by optimizing handling of multiple 3D scenes, resulting in a **40% decrease in stability issues**.
- Implemented efficient C++ algorithms to optimize model processing and packing, leading to a significant enhancement in the software's performance and usability.

### Marketplace (Lizza) | TypeScript, Next.js, Tailwind CSS, Framer Motion, Git

Feb. 2023

- Increased user engagement by 20% through creating the marketplace user interface and integrating API endpoints for a better user experience, resulting in a significant decrease in bounce rate.
- Carried out a modular UI design approach to enhance reusability, resulting in a 20% reduction in development time and ensuring seamless scalability for the marketplace platform.

### Shopper (Lizza) | TypeScript, Next.js, Tailwindcss, Git

Feb. 2023

- Designed modular components within the marketplace's UI framework which facilitated usability for users; achieved a personal goal of reducing page load time under two seconds without compromising visual quality or responsiveness.
- Developed optimized code snippets and executed caching mechanisms to enhance loading speeds, resulting in a 30% reduction in page loading times. Additionally, this lead to a 25% decrease in development time for new features.

### Seller (Lizza) | TypeScript, Next.js, Tailwind CSS, Framer Motion, Git

Jul. 2022

- Designed a visually stunning UI for Lizza's Seller app, improving user engagement with a global notification system and engaging onboarding experiences using Framer Motion. Increased user interaction and streamlined user onboarding processes as a result.
- Boosted app functionality by integrating multiple shipping options and an analytics API. Elevated user engagement, aiding informed decision-making and optimizing customer experience.

## TECHNICAL SKILLS

**Languages:** JavaScript, TypeScript, Python

**Developer Tools:** Linux Systems, CLI, Turborepo, Git, Vercel, Supabase

**Frameworks & Libraries:** Tailwindcss, React.js, Next.js, React Native, Three.js, React Three Fiber, Framer Motion