


Oscar Nathaniel Ruiz Perez

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Professional Profile

Senior Full-Stack Developer | Front-End Tech Lead with over **8 years of experience** building **e-commerce platforms and web solutions**. Specialized in **VTEX IO, React, and Node.js**, with a strong background leading technical teams, managing end-to-end projects, and working closely with retail and consumer goods clients to deliver high-impact digital products.

Professional Experience

Front-End Tech Lead – Vinneren, Mexico City

Nov 2024 – Present

- Lead a dedicated internal squad for **Grupo AXO**, delivering solutions for **10 international brands** including Guess, Tommy Hilfiger, Coach, Victoria's Secret, Rapsodia, Bath & Body Works, Brooks Brothers, Calvin Klein, Old Navy, and Speedo.
 - Designed and developed an **internal CLI tool** to streamline **VTEX workflows** and significantly improve team productivity.
 - Actively participate in client meetings, providing technical guidance, resolving complex issues, and proposing **scalable, long-term solutions**.
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Senior Full-Stack Developer – Corebiz, Mexico City

Feb 2023 – Nov 2024

- Developed **front-end and back-end features** on VTEX-based e-commerce platforms.
- Worked directly with clients on requirements gathering, effort estimation, and technical recommendations.
- Improved **performance, scalability, and maintainability** across multiple e-commerce projects.

Key Achievements:

- Delivered new e-commerce functionalities **from scratch for Chedraui**, one of Mexico's largest retail chains.
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Front-End Developer – Factumex, Mexico City

Nov 2022 – Feb 2023

- Developed new features for **Baz**, a financial and commerce platform from **Grupo Salinas**.
 - Contributed to a **technical restructuring** of the application to improve maintainability and performance.
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Front-End Developer – Corebiz, Mexico City

Mar 2021 – Nov 2022

- Implemented UI views and features for major clients such as **Elektra, Chedraui, Walmart, and Grainger**.
- Built solutions using **React and VTEX IO**.

Key Achievements:

- Collaborated with an **international team** on the **OnCity** project, migrating the platform to VTEX IO.
 - Developed modular Admin components and a **suite of integrated applications** for internal and client use.
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Education

Universidad Autónoma Metropolitana (UAM), Mexico City

Bachelor's Degree in Information Technology and Systems *(Nearly completed)*

2018 – Present

- **447 / 459 credits completed** (only one subject pending).
 - Focus areas: **Web Development, Databases, and Distributed Systems.**
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Courses & Certifications

Platzi – Public Profile: <https://platzi.com/p/NathanielRuiz>

Highlighted courses and learning paths:

- Front-End Development with **React.js**
- Back-End Development with **Node.js**
- **Software Architecture**
- **Databases**
- **JavaScript Development**
- Complete **Web Development** and **Full-Stack** learning paths

(Over 13 completed courses focused on web technologies and e-commerce.)



Technical Skills

- **Languages:** JavaScript, PHP, Go
 - **Frameworks & Libraries:** React, Angular, Next.js
 - **Back-End & Platforms:** Node.js, VTEX IO
 - **Tools & Others:** Git, Jira, Docker
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Languages

- **Spanish:** Native
- **English:** Basic (A2)