Adrian Beria
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ABOUT ME

Senior Frontend Engineer specializing in building robust B2B platforms and complex internal tools using React and TypeScript. I excel at developing production-grade applications that streamline operations, enhance data management, and improve workflow efficiency for professional users. My expertise includes leading teams, modernizing codebases, and delivering impactful AI-powered solutions. I maintain a strong focus on performance, scalability, and intuitive user experiences for enterprise environments.

EXPERIENCE

Senior Front End Developer | Remote Crew | New York, USA   *2025-Present*

- Led the migration of a React application from Material UI to Shadcn, boosting development efficiency and component reusability, while enhancing usability and user satisfaction for professional users through design improvements within an internal context.

Senior Front End Developer | Finvar | New York, USA   *2023-2024*

- Delivered a new Landing Page, added integration and end-to-end tests, developed re-useable components using Tailwind while modernizing the tech stack, migrating the application build process from create-react-app to Vite, and release pipeline improvements, transitioning from a single-branch Git workflow to a robust multi-branch strategy integrated with CI/CD.

Front End Lead Developer | Memorable AI | Boston, USA   *2022-2023*

- Rapidly promoted to Team Leader within four months, working on the modernization of a legacy enterprise dashboard to a cutting-edge React, Next.js, TypeScript, GraphQL, & Tailwind CSS stack. Guided a team of five developers in cross-functional collaboration with data, product, marketing and design teams, ensuring alignment with business logic and user needs.
- Architected and developed a real-time AI-powered Campaign Performance Dashboard, transforming complex Machine Learning model outputs into actionable insights for marketing teams. Used React Query and GraphQL for highly efficient data fetching and global state management, significantly improving data-driven decision-making and campaign effectiveness.
- Led the creation of a specialized LLM-integrated Ad Maker tool, building a custom Image Editor from scratch to enable AI-driven ad editing and instant marketing feedback based on metrics like Ad-Recall. This internal tool was shipped to Product Hunt.
- Implemented robust frontend architecture across all tools, ensuring end-to-end type safety with GraphQL Codegen, managing global client state with Zustand, and designing a scalable authentication system with feature flags for fine-grained access control.

Front End Lead Developer | Vascar Solutions | New York, USA   2021-2022

- Promoted to Lead Developer after 2 months. Mentored juniors, created code guidelines and led a team of 6 developers to build an AI-powered Finance Dashboard (https://beta.capnote.com/) that used React, Typescript and Tailwind. Managed all application state via Redux Toolkit and asynchronous data operations to a Golang backend via Axios.
- Delivered a cohesive user experience by unifying complex real-time features, including interactive social feeds, dynamic maps, financial reports, and notifications, all controlled by a global application state, which enhanced user adoption and experience.

Front End Developer | Tecno Makers SAS | Bogota, Colombia   2019-2020

- Developed an engagement platform for Discovery Channel, integrating social media feeds, strengthening audience interaction.
- Implemented reusable React components and interactive pages for Discovery Channel's main website, measurably improving user engagement and navigation. Ensured cross-browser compatibility and responsiveness for optimal UX across devices.

Front End Developer | Innovative Algorithms | Orlando, USA   2018-2019

- Built a comprehensive dashboard to guide users through product purchases, integrating Google Maps API and Stripe. Developed a reusable React Table component with asynchronous operations, search, sorting, pagination, and filtering capabilities, significantly improving data management efficiency. Used React, Typescript, Bootstrap, Node and Redux.

SKILLS

React, Javascript, Typescript, HTML, CSS, Redux, Tailwind, Next.js, Git, Vite, Cypress, Docker, CI/CD, GraphQL, REST, Node.js, Jest.

EDUCATION

Electrical Engineer in UNEXPO, Venezuela   *2013*