ARIEL CHACON

Frontend & E-commerce Performance Specialist Full-Stack Developer focused on results | React • Web Performance • SaaS • E-commerce

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PROFESSIONAL PROFILE

Developer specialized in creating modern web applications, SaaS platforms, and high-performance e-commerce. I focus on building fast, scalable interfaces optimized for conversion, combining solid architecture with excellent user experience.

I have developed multiple complete products —from MVPs to fully scalable platforms— for startups and small businesses in sectors such as e-commerce, business management, transportation, and services. I work with a business-oriented approach: performance, process automation, and rapid delivery without compromising quality.

Areas of expertise: - Advanced frontend development with React and modern ecosystem - Scalable SaaS platforms - Headless e-commerce architecture - Performance optimization and technical SEO - Modern UI design with advanced animations

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TECHNICAL SKILLS

Frontend: React 18/19, Next.js, TypeScript, JavaScript, Tailwind CSS, Astro
Backend: Node.js, NestJS, Django, Supabase
Databases: PostgreSQL, Supabase DB
State & Architecture: Zustand, React Query, Clean Architecture
UI/UX: Framer Motion, GSAP, AOS, reusable design systems
Tools: Vite, pnpm, ESLint, Prettier, Git
Others: Technical SEO, performance optimization, testing, API integration

Overall level: Upper-intermediate – advanced in modern frontend development

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KEY PROJECTS

ACHANexus — Headless E-commerce Platform (SaaS)

- Modular decoupled architecture with independent API and storefront
- Full-stack architecture development with NestJS + Next.js
- API with optimized response times (<100ms estimated)
- Complex catalog management and real-time admin panel

- Significant performance improvement over monolithic solutions **Impact:** Strong foundation for scaling e-commerce operations and optimizing shopping experience.

ACHAPulse — Business Management SaaS Platform

- Comprehensive system for tasks, projects, and real-time collaboration
- Implementation of clean and scalable architecture
- Interactive Kanban system and automated reports
- Integration with external services (calendar and email)
- Refactoring for maintainability and scalability **Impact:** Centralization of business processes and improved operational productivity.

ACHACreator — No-Code Landing Page Builder

- Real-time dynamic rendering engine
- Visual editor with advanced state management
- Automatic publication of generated sites
- Architecture designed for scalability **Impact:** Drastically reduces time needed to launch functional websites.

ACHAComponents — UI Component Library

- Multi-framework agnostic architecture
- Over 25 documented components
- Real-time interactive previews
- Consistent design systems **Impact:** Significant acceleration in developing new projects.

Commercial Web Projects

- Jewelry platforms with catalog and cart
- Bilingual corporate websites
- Admin dashboards
- Lead generation optimized landing pages **Overall Impact:** Improved digital presence, user experience, and conversion.

PROFESSIONAL EXPERIENCE

Freelance Developer — Web and SaaS Projects - Technical leadership of complete projects - End-to-end architectural decisions - Rapid delivery of functional MVPs - User experience optimization

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KEY DIFFERENTIATORS

- Focus on real performance and speed
- Specialization in modern e-commerce
- Advanced animations without performance penalty

- Scalable architecture from MVP
- Business-oriented rapid delivery

PROFESSIONAL OBJECTIVE

Collaborate with startups and international companies to develop high-impact digital products, combining modern engineering with strategic focus on business results.

LANGUAGES

- Spanish — Native
- English — Professional proficiency