


Alejandro Romo

UX/FE Engineer

in <https://www.linkedin.com/in/alex-romo/>  <https://github.com/ale-romo>

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Profile

Experienced UX Engineer with expertise in aligning technical capabilities with business strategy and user needs to deliver enterprise-class front-end code. 10+ years of developing skills to craft beautiful, flexible, accessible, and scalable interfaces and components. Looking to join a team that focuses on leveraging technology to help users reach their goals and dazzle them in the process.

Professional Experience

01/2022 – present
Tijuana / San Diego

Engineer/Business Consultant

- Assisted a startup in defining its tech stack, business processes, and design and engineering roles.
- Assisted a boutique hotel in defining its operation and digital marketing strategy.

2016 – 2021
San Diego

Front End Engineer

Intuit

- Removed the Marketing team's dependency on Engineers and helped deliver a unified brand experience by developing a React component library and customized CMS that enabled content creators to build landing pages and A/B tests autonomously.
- Reduced technical scope by half on projects by leading an initiative to include developers earlier in the project development process.
- Helped improve and standardize the session access experiences by onboarding the Identity team's stack onto the Design System Component Library.

07/2009 – 06/2016
Tijuana, Mexico

Founder/Project Manager/Developer

Mint IT Media

- Improved businesses' bottom line by leading their digitalization operation. Accomplished this by studying their processes and developing, with my team, strong, reliable applications to take over the selected tasks.
- Collaborated with High-End Design Studios to craft aesthetically pleasing and functionally flawless user experiences.

08/2012 – 12/2016
Tijuana, Mexico

Media Engineering Professor

CETYS University 

- Designed the 2015-2025 technology track for the Media Engineering program.
- Fomented the integration of the academic and business worlds by designing student projects that would connect them with potential employers and clients.

09/2022 – 01/2023
Vancouver, Canada

Senior Front End Developer

Nebulosa Studio

- Developed UI modules with an emphasis on performance and scalability.
- Lead my team to implement better coding practices and agile dynamics.

- Implemented new tools to improve our productivity and QA processes.

Education

2013 – 2015 Tijuana, Mexico	MBA <i>CETYS University</i> ↗
2005 – 2009 Tijuana, Mexico	UX/Media Engineering <i>CETYS University</i> ↗

Skills

Javascript <i>React, Webpack, Jest, Typescript</i>	● ● ● ● ●	HTML, CSS <i>Accessibility, Performance, Preprocessors</i>	● ● ● ● ●
Languages <i>English, Spanish</i>	● ● ● ● ●	GraphQL, AWS	● ● ● ● ●