



+598 91059943 · mail@cesarvarela.com

Cesar Varela, Full Stack Engineer

Mostly self-thought, a Full Stack Engineer & Consultant with 15+ years of experience, always with an eye on both UI and UX.

Experience

Frontend Engineer at Cerebral

2020 — 2021

- Developed both D2C and B2C websites, visited by thousands of users daily [Gatsby, Prismic, Cloudfront, React]
- Increased PageSpeed score 4x vs. the previous landing page
- Improved SEO for both the landing page and the newly created blog
- Interviewed and aided in the selection of developers for the mobile version of the core product

Co-Founder, Full Stack Engineer at Botsfactory

2016 — 2019

- Co-Founded a Facebook Messenger Marketing SaaS product with a team of four founders that empowered clients to create chatbots without having to code and connected them to the Messenger Platform
- Co-Designed a back-end architecture that sent several hundred thousands of messages per day
- Designed the Branding, User Interface, and User Experience of the product
- Developed the frontend, including a drag n' drop dialog editor [Figma, React, Node, GraphQL]
- Performed an analysis of the Messenger platform users that led to the creation of chatbots that reached 1 million users in Mexico and 200.000 users in the United States
- Produced multiple Facebook Ads marketing campaigns for such chatbots with 120% ROI
- Organized the first chatbots-focused meetup in LATAM, with 50+ attendees; curated agenda, promoted event, secured attendance, coordinated event logistics, and liaised with speakers and sponsors
- Was a speaker at the .NET Conference in Uruguay
<https://www.youtube.com/watch?v=B4G9hb0pBJ4> (Spanish)

Frontend Engineer at VividCortex

2013 — 2016

- Developed the company's main web app used by thousands of companies included GitHub, Etsy, and Sendgrid [Angular, GO]
- Created an integration with Hipchat that allowed customers to interact with the product within the chat, including taking live screenshots, giving them easy and immediate access to monitoring data [PhantomJS, Node, GO]

Senior UI Developer at Globant

2011 — 2012

- Overhauled the front end of an internal app for NYSE [NET, JavaScript]

- Developed back-end features of the said app that helped make \$40 million in returns in the first month [C#, NET]

Education

Bachelor of Computer Science, ORT University

2011 — 2013

Creative Advertising, Brotherad

2010

Graphic Design, Social Communication School

2005 — 2006

Programming and Maintenance of computer systems, Buceo Technical School (UTU)

2001 — 2003

Links

[Portfolio](#)

[GitHub](#)

[Stack Overflow](#)

[LinkedIn](#)

Languages

 **English** Highly proficient

 **Spanish** Native speaker