n.raulrg@gmail.com | (+52) 445 106 1450 | portfolio | /in/néstor-ruiz-ab0929123/ | github.com/cranez91

NESTOR RAUL RUIZ GONZALEZ

FULL STACK ENGINEER

+5 years of experience as a Full Stack Engineer. Successful collaboration in multidisciplinary high-performance teams that deliver innovative customer-centered products that consistently exceed needs. Lean mindset backed by my experience in both established multinationals and startups in high-growth stages

MOST RECENT WORK EXPERIENCE

Fullstack Engineer at XML Team Solutions [Los Angeles CA]

April 2020 - Present [Full Remote] [Provides Content and Tech Solutions - B2B, B2C]

Responsibilities

- Identify initiatives to improve performance bootlenecks and enhance the development experience and operational efficiency.
- Document processes, APIs and important business info by using a variety of tools such as BookStack, Google Docs, Kanboard (internal platform for tickets).
- Collaborating with Cross-Functional Teams.
- Implementation of pre-calculated forecasts for NHL and MLB (only for pro members).
- Work with team members to create plans, tasks, time estimates and timeline for delivery.
- Designing and developing full stack application using Laravel 8, VueJS, Typescript, MySQL, Docker.

Key Accomplishments

- Launching spofo.com a sports content platform with more than 3k registered users with features like forecasts, manage favorites, flipbook for online magazines among others.
- Boosted site traffic by 30% through the innovative application of front-end technologies to create highly engaging visuals and features.
- Innovatively tackled the challenge of reducing company expenses bythe implementation of a flipbook component for online magazines, replacing the need for PaperTurn and saving the company **$75 per month.**
- By implementing forecasts we got an increased user engagement and satisfaction.

Back End Engineer at Adext AI [Mexico City]

August 2018 - March 2020 [Full Remote] [AI-Powered Audience Management Automatition - SaaS]

Responsibilities

- Successfully implemented and enhanced algorithms by leveraging cutting-edge machine learning techniques.
- Integrated APIs with Google AdWords to streamline campaign management and optimize audience targeting and budget allocation.
- Developed internal dashboard with Laravel Nova to provide managers with a comprehensive view of campaign results and user's interaction through integration with Hubspot, Intercom, FullStory among others.
- Work with team members to create plans, tasks, time estimates and timeline for delivery.
- Developed REST APIs to allow users for viewing their results and export to different file formats including PDF, CSV, and XLS files.
- Collaborating with Cross-Functional Teams
- Document processes, APIs and important business info by using a variety of tools such as Swagger, Confluence and JIRA (for tickets).

Key Accomplishments

- Helped to maximize revenue for clients by optimizing audience segments and budget allocations.
- Enabled the platform to deliver even more impressive results, helping to cement adext.ai's position as a leader in the industry.
- Through my work I enabled clients to more effectively reach their target audiences and drive higher ROI from their campaigns.
- Helped to ensure that users were promptly notified of successful/failed launches and alerted in the event of any errors, providing them with a high level of transparency and ensuring their continued trust and loyalty.
- Through my contributions with the internal dashboard, managers gained a valuable tool for data analysis and decision-making, enabling them to make informed strategic choices and drive greater business success.

Full Stack Engineer at IA Interactive

February 2017 - August 2018 [Morelia, Mexico] [Digital Agency - B2B]

Responsibilities

- Developed REST APIs for Cinepolis KLIC platform using Python and AWS (Lambda, Api Gateway).
- Successfully defined and created robust database structures using MySQL for the Cinepolis Klic DB.
- Collaborated with the design team to develop a high-quality and responsive website of KIO Networks website using PHP (Laravel) and Javascript (VueJS, Vuetify, Vuex, Axios).
- Contributed as a backup on multiple internal projects using a variety of cutting-edge technologies including Laravel, VueJS, CakePhp, MongoDB and jQuery.
- Work with team members to create plans, tasks, time estimates and timeline for delivery.
- Collaborating with Cross-Functional Teams
- Document processes, APIs and important business info by using a variety of tools such as Swagger, Confluence and JIRA (for tickets).

Key Accomplishments

- Contributed to help the company to **save $500** per year by avoiding the need to contract a third-party service to manage all the backend logic.
- For the internal Cinepolis Klic DB, my contributions helped to ensure that the company had a reliable and scalable database infrastructure that could support its ongoing growth and success.
- I provided critical support on a range of projects, enabling the efficient completion of key deliverables.
- As a backup on multiple internal projects helped to ensure that the agency had a versatile and skilled developer who could adapt quickly to new projects and technologies.

SKILLS

- Fast Learner
- Strategic Planning
- Team Player
- Lean Mindset
- Adaptability
- Problem Solving

- Pragmatic Thinking
- Active Listening
- Team Leadership
- Agile principles

- Php (Laravel, CodeIgniter, CakePhp)
- Javascript (VueJS, Typescript)
- Stylesheet (Vuetify, Bootstrap, Tailwind)
- Git, GitLab, GitHub, BitBucket
- JIRA, Confluence, Swagger
- Object-Oriented Programming

- Python (beginner)
- MongoDB (beginner)
- Docker (beginner)
- Test-driven development
- Astro

EDUCATION

Computer Systems Engineering at Instituto Teclonógico Superior del Sur de Guanajuato (ITSUR)
2009-2014

LANGUAGES

Spanish and English (EF SET English Certificate 62/100 (C1 Advanced)