

NESTOR RAUL RUIZ GONZALEZ

FULL STACK ENGINEER

+6 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

- Designing and developing full stack application using Laravel 8, VueJS, Typescript, MySQL, Docker.
- Identify engineering initiatives to improve performance bottlenecks and enhance the development experience and operational efficiency.
- Collaborating with Cross-Functional Teams
- Implemented pre-calculated internal forecasts for NHL and MLB games (only for pro members)
- Work with team members to create plans, tasks, time estimates and timeline for delivery.

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 by the 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 Automation - 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 an internal dashboard using Laravel Nova to provide managers with a comprehensive view of campaign results through user-friendly graphics and charts.
- Work with team members to create plans, tasks, time estimates and timeline for delivery.
- Designed the API to enable users to easily view their results and export data in different formats, including PDF, CSV, and XLS files.
- Collaborating with Cross-Functional Teams
- Ensuring Code Quality and Best Practices

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.

Back End Engineer at IA Interactive

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

Responsibilities

- Developed API REST endpoints for Cinepolis KLIC platform using Python and AWS (Lambdas, 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).
- Served 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
- Ensuring Code Quality and Best Practices

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

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|----------------------|----------------------|---|---------------------------|
| • Fast Learner | • Problem Solving | • Php (Laravel, CodeIgniter, CakePhp) | • Python (beginner) |
| • Strategic Planning | • Pragmatic Thinking | • Javascript (VueJS, Typescript) | • MongoDB (beginner) |
| • Team Player | • Active Listening | • Stylesheet (Vuetify, Bootstrap, Tailwind) | • Docker (beginner) |
| • Lean Mindset | • Team Leadership | • Git, GitLab, GitHub, BitBucket | • Test-driven development |
| • Adaptability | • Agile principles | • JIRA, Confluence, Swagger | |
| | | • Object-Oriented Programming | |

EDUCATION

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

LANGUAGES

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