

# Guillermo Beltrán

## Senior Front-End Engineer / Tech Lead

Mexico City (Remote) | Open to Hybrid | [gbego91@gmail.com](mailto:gbego91@gmail.com) | +52 55 4449 1603

### Professional Summary

Front-End Engineer with over 10 years of experience building and leading web applications for high-traffic SaaS, classifieds and travel platforms. Strong background in React, performance optimization, analytics integration, and data compliance. Proven record in leading migrations, improving product observability, and enabling measurable business growth. Passionate about scalable architectures, user-centric design, and cross-functional collaboration within product-driven teams.

### Core Skills

**Languages:** TypeScript, JavaScript (ES6+), HTML5, CSS3/SASS

**Frameworks & Tools:** React, AngularJS 1.8, Vite, Webpack, Jest, Playwright

**UI/UX:** Storybook, Chakra UI, Tailwind CSS, Figma

**Analytics & Observability:** Snowplow, Adobe Analytics, Grafana, Datadog RUM

**Compliance & Consent:** OneTrust, Cookie Audits, CCPA & GDPR Compliance

**DevOps:** Jenkins, GitLab CI/CD, Docker, Feature Flags, A/B Testing

### Professional Experience

#### Distillery (Rocketmiles by RocketTravel)

*Tech Lead / Senior Front-End Engineer | Jan 2021 – Present | Remote*

- Led the migration of a legacy AngularJS 1.8 webapp to React, improving development, maintainability and user experience for over millions of daily users across major airline partners.
- Spearheaded the Webpack to Vite migration, cutting build times by 30+ minutes and streamlining the CI/CD pipeline.
- Led the design, architecture, and implementation of a cross-sell widget in collaboration with partner teams, aligning technical and business requirements through regular partnership meetings. Successfully launched and integrated the solution across multiple partner websites, enabling users to book hotels post-flight checkout and driving more than a thousand additional daily bookings with measurable revenue growth.
- Developed partner-facing dashboards with Snowplow and real-time visualizations via Grafana for internal alerts, cutting reporting latency from 4 hours to real-time and improving partner visibility and decision-making.

- Implemented Datadog RUM for front-end observability and error tracking; introduced structured logging and alerting workflows for early issue detection.
- Owned cookie consent compliance using OneTrust: maintained consent banners, led semi-annual audits per partner, and managed cookie categories for CCPA and GDPR alignment.
- Collaborated cross-functionally with product, design, backend, and analytics teams to define API contracts, set tracking standards, and ran over 20 A/B experiments (90% success rate).
- Mentored 2–3 front-end engineers per squad, leading planning, reviews, and technical design with a focus on open collaboration.

Tech Environment: React, TypeScript, Vite, Jest, Playwright, GitLab CI/CD, Snowplow, Grafana, Adobe Analytics, OneTrust, Datadog RUM, Tailwind CSS, Chakra UI, Storybook, Figma.

### **Parallel Staff (Intrado Project)**

*Senior Front-End Engineer | Jan 2020 – March 2021 | Remote*

- Led front-end development for a video-first meeting platform, delivering key features such as custom branding, multi-monitor previews, screen sharing, and participant management.
- Optimized the web client performance, enabling meetings to support up to 300% more participants and extending compatibility to mobile browsers, while reducing CPU and memory usage for a smoother, more reliable user experience.

Tech Environment: React, Redux, WebRTC, Node.js, Webpack, REST APIs.

### **Wizeline**

*Software Engineer II | Oct 2018 – March 2020 | Mexico City*

- Thynkbooks, an AI-assisted bank transaction categorization tool that simplified bookkeeping and automated report generation, enabling users to easily view and export tax-ready financial summaries.
- Designed and delivered the Coppel Employee Training Program, empowering internal e-commerce teams to adopt modern development practices and emerging web technologies, directly contributing to improved site performance and revenue growth.

Tech Environment: Golang, React, Node.js, Vue, SaaS, REST APIs, Python.

## **Segundamano (Adevinta Group)**

*Front-End Engineer | Aug 2015 – Sept 2018 | Mexico City*

- Modernized high-traffic classified pages (~1 M daily users) with lazy-loading, pagination, and SEO-optimized server rendering, improving performance and conversions.
- Revamped the payment funnel as part of the Payments team, integrating new payment gateways such as PayPal and Conekta, and enhancing the overall checkout experience.
- Implemented a virtual coin refund system for users purchasing classified ad boosts, increasing user retention and payment flexibility.
- Onboarded and mentored new developers to standardize development and testing practices across teams.
- Developed internal back-office solutions to streamline workflows for customer support, marketing, and sales teams, improving operational efficiency and cross-department collaboration.

Tech Environment: React, Vue, Webpack, REST APIs, payment gateways.

## **Education**

**B.S. in Computer Science** — Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM), Cuernavaca, México

## **Languages**

English — Professional Working Proficiency (B1, Distillery Internal Evaluation)

Spanish — Native

## **Additional Information**

Mode: Fully Remote (Open to Hybrid)

Interests: Web performance, product analytics, user privacy & consent systems, scalable SaaS architectures.