

# David Verta

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**Fullstack Developer | Pixel Perfect Frontend | React/Next/Astro/Node | WordPress & WooCommerce Expert | Elevating eCommerce with custom solutions**

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## Summary

Full-stack JavaScript Developer with 20+ years of experience building scalable, high-performance web applications. Specialized in React, Next.js, Astro, Node.js, and Express, with strong expertise in frontend architecture and modern UX patterns. Experienced in evolving legacy WordPress/WooCommerce platforms into modern, API-driven solutions by integrating them with JavaScript frameworks, headless CMS, and custom business logic. Passionate about clean code, scalable systems, and delivering user-focused products.

## Skills

- Full-stack product development with **React, Next.js, Node.js, Astro, Express**
- Advanced **e-commerce development**: role-based pricing, checkout flows, stock synchronization, and ERP/API/payment integrations  
Modern **frontend architecture**: component-driven design, TailwindCSS, accessibility, responsive experiences  
**Headless CMS integrations** (WordPress, Strapi) and REST/GraphQL APIs
- **Performance optimization**: Lighthouse, Core Web Vitals, caching, lazy loading, bundle analysis  
Experience upgrading **WordPress/WooCommerce** projects with custom plugins, APIs, and headless approaches
- **Version control & CI/CD**: Gitflow, automated deployments with Netlify, Vercel, Bitbucket Pipelines
- Collaborative work in **Agile teams** (Scrum/Kanban), project ownership, and cross-functional delivery
- English level: B1–B2 (strong technical reading and writing)

## Work History

### Freelance

#### Fullstack Developer

- **Gymstagram**: Developed a SaaS platform for personal trainers to create, assign, and track custom gym routines. Improved trainer efficiency by centralizing client routines and progress tracking.  
*Technologies: Next.js, Express.js, MongoDB, MUI, Vercel, Firebase*
- **Turnogram**: Built a SaaS booking system for professionals to manage availability, automate scheduling, and process payments online. Enhanced booking reliability by reducing no-shows through reminders and integrated payments.  
*Technologies: Astro.js, React, Turso (SQLite), Firebase, MercadoPago, Netlify*
- **Plancito.com**: Created a social event planning app for organizing events, invites, playlists, expenses, and tasks. Designed and implemented features that simplify group planning and improve collaboration.  
*Technologies: React, Supabase, TailwindCSS, YouTube API*

### Ameba Creative Studio

**Fullstack Developer** — 02/2022 – 04/2025

**Delivered** 20+ full-stack WordPress and WooCommerce projects with focus on performance, SEO, and modern workflows. **Developed** e-commerce stores with custom plugins and ERP/API integrations. **Built** responsive landing pages with Astro.js and Next.js.

- **beQuest: Implemented** frontend layouts from Figma using Next.js and TailwindCSS; **collaborated** on backend with Nest.js + PostgreSQL and **integrated** Strapi CMS for content management.
- **Oxgene.com: Developed** an SEO-optimized landing page with Astro.js and headless WordPress, **improving** performance and maintainability.  
*Stack: Astro.js, TailwindCSS, REST API, Vercel*
- **Retroka.com: Improved** product management workflows and **streamlined** invoicing integration with third-party systems. **Enhanced** seller dashboards to provide a smoother experience and better control over listings.  
*Stack: PHP, Next.js, Firebase, MySQL, Netlify*
- **Simagro.com.uy: Boosted** online sales by syncing products, prices, stock, and orders with the client's ERP. **Developed** a custom payment method to support local transactions and **optimized** the store's performance.  
*Stack: WordPress, WooCommerce, REST API, custom plugins*

## Cognizant Softvision

**Software Engineer / Web Community Lead** — 06/2019 – 02/2022

- **cognizantsoftvision.com:** Implemented a new design system while migrating from WordPress to a headless architecture. Enhanced performance, accessibility, and scalability across the corporate site.  
*Stack: WordPress, Next.js*
- **Antares: Improved** annual financial communication by integrating interactive charts and visual reports. Enhanced user engagement with A/B testing, analytics, and refined layouts.  
*Stack: WordPress, HTML, CSS, JavaScript, Azure DevOps*

## 8a Marketing

**Frontend Developer** — 01/2018 – 06/2019

Created animated banners and campaign landing pages for Google using GSAP and HTML5.

Also developed custom WordPress landing pages for marketing initiatives.

*Technologies: WordPress, GSAP, HTML5, JavaScript, CSS*

## Education

### Escuela de Artes Visuales Antonio Berni

Technical Degree in Design, Image, and Sound — 2010 – 2017

*A three-year technical degree focused on the digital treatment of image and sound, emphasizing audiovisual production, multimedia integration, and visual language in motion.*

### Escuela Da Vinci

Multimedia Design — 2005 – 2008

*A pioneering program in Latin America that blends art, technology, and creativity. The curriculum covers graphic design, digital illustration, 3D animation, audiovisual post-production, virtual reality, web development, and interactive experiences.*