

DANIEL FLORES

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EMPLOYMENT

Criteo

Jan 2020 – present

Software Engineer

R&D — WebApps — Experience Enablers — Planning and Reporting

Criteo Paris

- Implementation of dashboards and data visualization for Criteo clients using Scala, React, TypeScript, MaterialUI and others; exported and published as web components into a micro-frontend system.
- Refactorization of dashboard table UI component, update to react-table v7, addition of lazy loading capability, usage of grid layout, and integration of sticky header.
- Database SQL operations (MariaDB, Vertica) to query data for new features or metrics required by dashboards such as scheduling, saving and pining metrics reports; integration of last click, store visits, placements and custom events metrics with improvements on the Scala backend code.
- Integration of Storybook to have an initial catalog of components and as a tool for visual testing, currently being leveraged to be the Relook Design System.
- Integration of e2e tests using Playwright and Mock Service Worker. Contribution to the last one with a minor change: <https://github.com/mswjs/http-middleware/pull/7>.

R&D — WebApps — Watch topics — Translations

Criteo Paris

- Investigation and interaction with the RWS SDL API to automatically update the translation memory.
- Contribution to a custom MessageFormat tester (<https://github.com/nlaveau/messageformat-tester>).
- Transition of multiple different front-end Angular projects to support MessageFormat interpolation.
- Implementation of a translations exploration tool to handle better changes across the ten different languages used on Criteo products, using C#, React, Redux, Typescript and MaterialUI.

R&D — WebApps — Campaigns

Criteo Grenoble (Remote)

- Implementation of backend services to provide data for the new AB Tests module of the Criteo Marketing Management Center using .NET tech stack such as C#, ASP.NET, SpecFlow and others under a CQRS architecture pattern with BDD testing.

R&D — WebApps — Acquisition Channels

Criteo Paris

- Development of the Criteo Developers portal, onboarding hundreds of clients and scoring 92/100 in Google Lighthouse stats for desktop; using front-end assets, built with Svelte, applying responsive design, accessibility, and SEO techniques; including a build system to generate the snippets to export to the host Readme platform.
- URL: <https://developers.criteo.com>
- Development of the WYSIWYG ad banner editor for the Criteo Prestashop plugin, providing 62 merchants an easy way to configure and launch their Criteo campaigns resulting on 35,9K, with the collaboration of the Product and UX team and under an Angular architecture with NGXS state management, including a bannerpreview screen shooter tool using Puppeteer and NodeJS.
- Rewriting of the jQuery and smarty Criteo Prestashop plugin page into a new module for the Angular app using an architectural approach including UML assets with PlantUML, integrating the Vega-Lite (the visualization grammar and library being used) vanilla JavaScript library with Angular including charts accessibility.
- Implementation of new self-service solutions as new channels to engage clients, using Angular 9, RxJS, NGXS, Jest and Cypress; with code review processes, design guidance, test-driven development and the agile approach.

IBM

May 2014 – Dec 2019

Software Engineer

IBM Decision Advisor, an IBM product

IBM USA (remote)

- Implementation of the front-end software architecture to handle maintainability, reusability and data communication across the pages and components of the web app using React, Redux and GraphQL.
- Developed the Testing Automation roadmap and platform to improve the QA process using IBM DevOps, Travis and Testcafé, integrating it with the CI/CD pipeline.
- Contributions to Carbon, the IBM Design System, in React via Github.
- URL: <https://www.ibm.com/services/technology/decision-advisor>

SUNAT Sofía, government chatbot on web and Facebook

IBM Perú

- Implemented the full-stack software architecture of Sofía, a government chat bot that helps citizens to solve questions about taxes, using React, Redux, Node.js, Socket.io, Redis, MongoDB and IBM Cloud.

- URL: <https://renta.sunat.gob.pe/personas/quienes-deben-declarar-el-impuesto-la-renta>

Arturito BCP, first banking chatbot in Perú available on Facebook

IBM Perú

- Implemented the front-end and back-end software architecture with speech-to-text features, analytics and integration with external system of records using Node.js, Facebook Messenger Platform and IBM Cloud services. 36K likes, more than 2M banking operations from 2016 to 2020 with a rate of 4000 operations per day.
- URL: <https://www.facebook.com/ArturitoBCP/>

PECSA GAS, **SAP Mobile app** connected to SAP ERP

IBM Perú

- Developed hybrid SAP mobile apps to support the sale and distribution of gas done by the PECSA carriers, the mobile solution included connection to SAP ERP (via SAP SMP services) and receipts printing via Bluetooth connection to Zebra printers. Other technologies provided by SAP where used such as SAP Kapsel and **SAPUI5** with OData and a customized Apache Cordova plugin for the Zebra printers connection.
- Video: https://youtube.com/shorts/_LhR6XTVP5E

Other projects

IBM Perú

- Davivienda chatbots: using Node.js, React, ES6, MongoDB and IBM Cloud services.
- RIMAC Procurator: development of native Android application using RxJava.
- PRIMAX GO: development of native Android applications using Java.
- BCP Home Banking: prototype development of the bank's new UI using jQuery, HTML5 and CSS3.

EDUCATION

University of Lima

Lima, Perú

B.S.E. in Systems Engineering. Top 20%. **GPA: 15/20**

Aug 2018 – Jun 2014

Trainee in the IT Department & Research laboratory to develop an LMS using Play Framework 2.0 (Java, Scala).

AWARDS & ACHIEVEMENTS

IBM Advocate recognition at the IBM DBG Latin America Town Hall

- Acknowledge for embracing the IBM values and investing energy in supporting developers to disrupt their industries and differentiate in the market with the IBM technology.

IBM Perú - 4Q 2016 recognition

- For following the IBM's purpose, value and practices in 2016. Important projects, where I participated, were also recognized : Arturito BCP (main engineer) and PECSAGAS - SAP Business on HANA (mobile engineer).

IBM Volunteer Excellence Award 2015

- The IBM Volunteer Excellence Award is recognition from IBM Chairman and CEO Ginni Rometty, and is the highest form of global volunteer recognition given by the company to employees. IBM volunteers from 13 countries – nine teams and four individuals – were honored as those who best exemplify the IBM values of dedication, innovation and trust in their volunteer projects. These volunteers live IBM's practices by using their skills and expertise to engage and impact communities throughout the globe. Their impressive impact leveraged IBM strategic technologies (Bluemix, Analytics, SPSS) to solve critical community issues. (Project: Pondetuparte.com)

IV Systems Engineering Faculty Research Competition

- Best research project: Notephy.com, an online whiteboard to share notes with the main capability of replaying them; a pastebin for handwriting notes.

OTHER PROJECTS

Message Formatter AI | <https://messageformatter.vercel.app/>

- An experiment of ICU MessageFormat generation using OpenAI ChatGPT.

Quechua.AI | <https://www.quechua.ai/>

- An experiment to learn the quechua language by doing exercises generated by OpenAI ChatGPT.

NestJS Typeorm Testing | <https://www.npmjs.com/package/@devniel/nestjs-typeorm-testing/>

- NPM module to provide testing utilities for NestJS/Typeorm.

Proyecto Educativo Nacional al 2036 (2019)

- Volunteering work with the Peruvian government to process more than 220K survey replies of citizens across all the territory, using IBM Watson services to generate indicators and React, Node, Typescript to create a dashboard.

- Press: <https://andina.pe/agencia/noticia-usan-inteligencia-artificial-para-formular-proyecto-educativo-nacional-al-2036-777369.aspx>

Pondetuparte.com (2014-2017)

- Volunteering work with the Peruvian government for the 2014 United Nations Climate Change Conference. Social network to share pictures about eco-challenges; Node, AngularJS.
- Featured on IBM.com: <https://www.ibm.com/ibm/responsibility/initiatives/stories/IBM-Volunteer-Peru-September-2016.shtml>

Notephy (2012)

- On-line whiteboard where users were able to do handwritten notes, share and replay them. HTML5, JavaScript, Node, MongoDB, AWS, Facebook API, Canvas.

SchedUL (2011)

- Facebook app to import and share the University of Lima students' schedules. Facebook SDK, PHP, HTML5, JavaScript, Web Scrapping.

SKILLS & LANGUAGES

Programming: Typescript, JavaScript, Scala, C#, Java, Python, PHP, CSS3, HTML5, SQL

Technologies: React, Node, Svelte, Angular, RxJS, Playwright, NestJS, NGXS, Gerrit, PlantUML, UML, ES6, styled-components, Redux, Webpack, Cypress, Testcafé, Travis, Docker, Jest, Mocha, GraphQL, Apollo, Sass, Neo4j, MongoDB, PostgreSQL, MySQL, SAPUI5, XML, JSON, Git, Babel, NPM, Socket.IO, Redis, MQ, IBM Cloud, IBM Watson Assistant, Messenger Bots, Web Bots, Sketch, Scrum.

Languages: English (Fluent), French (Intermediate), Spanish (Native)