

# Luis Felipe Medina Rodriguez

## Frontend Developer

I enjoy leading teams and sharing knowledge to drive successful project outcomes. Passionate about programming, I thrive on tackling complex challenges and delivering clean, efficient code tailored to client needs. I also have a strong interest in the business side of technology and take pride in leading solutions that directly address business problems and add measurable value.

### EXPERIENCE

September 2023 - Currently

### Front End Engineer

#### PFIZER - PUBLICIS GLOBAL DELIVERY

- Led automation and process improvement initiatives, achieving over 80% time reduction in key workflows and significantly boosting operational efficiency.
- Leadership, teamwork, and collaboration skills have significantly improved.
- Excellent communication within large international teams.
- Experience with AstroJs and ReactJs, utilizing SCSS for styling.
- Proficient in CRM systems, including Salesforce and Veeva CRM.
- Hands-on experience with technologies like NodeJs, NestJs, Tailwind, Shadcn, and Typescript.
- Implemented several boilerplate enhancements.
- Use of Gitlab and Jira for repository and ticket management.
- Proficient with Adobe tools for various tasks.

August 2022 - November 2023

### Front End Software Developer

#### SAM GREEN CORP & EATSY ORDERS

<https://shop.sam-green.com/>    <https://eatsyorders.com/>

- Developed web applications using React with Typescript, leading frontend development with NextJs and Material UI.
- Implemented atomic design principles while researching and creating new features.
- Provided recommendations to improve code quality and establish coding standards.
- Led project migrations to Typescript.
- Managed and executed the migration of WordPress sites to NextJs.
- Utilized GraphQL, Strapi, and Amazon Web Services (AWS) in projects.
- Created applications using NextJs.
- Experienced in using CPANEL and WordPress.

April 2021 - October 2022

### Front End Software Developer

#### MOYOAI

<https://www.moyoai.com/>

- Company in which I was in development of several projects for a company that uses the KYC model.
- Arduous development of an application that obtained a camera that performs clipping of a certain field of the screen with React Js.
- Use of several google services, google maps, google analytics and Bitbucket.
- Company in which I was in development of several projects for a company that uses the KYC model.

### Portfolio - My Web

[www.philipem.com](http://www.philipem.com)

### Information

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Colombia

### Technologies

- ReactJs
- NextJs
- AstroJs
- Javascript
- Typescript
- MUI (Material UI)
- Antd
- Zustand
- SWR
- Redux
- HTML CSS SCSS
- Figma
- Salesforce
- Adobe Tools
- Mongo
- Mongoose
- Firebase
- Husky
- XCode
- NodeJs
- Cypress
- Veeva CRM

### Methodologies

SCRUM, Agile, Git Flow, Jira, Azure

### Soft Skills

Leadership, teamwork, effective communication, networking, and creative thinking.

### Linkedin

[linkedin.com/in/felipemedinadev](https://www.linkedin.com/in/felipemedinadev)

### Education

#### Development and management courses

Udemy, Platzi, Veeva Learning and Youtube