


FELIPE MEDINA

Software Developer

 Bogotá, Colombia

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Passionate Frontend and Full Stack Developer with 5+ years of experience delivering scalable, user-centric web applications. Proven track record leading international teams, automating workflows, and solving complex problems through clean, efficient code. Adept at bridging tech and business, with a strong focus on real-world impact.

Experience

+5 years of experience

PUBLICIS GLOBAL DELIVERY

September 2023 - Present

Senior Software Developer

- Led automation and process optimization initiatives, reducing time spent on key workflows by over 80% and significantly improving operational efficiency.
- Developed automations integrated with tools such as Figma, Jira, Salesforce, CRMs, and internal systems.
- Full-stack development using Node.js and React.js, with additional experience in Astro.js and SCSS for modular and maintainable styling.
- Created and enhanced boilerplate projects to improve development speed and consistency across teams.
- Strong leadership and collaboration skills, demonstrated by effective communication and teamwork within large, cross-functional international teams.
- Proficient in CRM platforms including Salesforce and Veeva CRM, with a deep understanding of business workflows.
- Regularly apply Figma and Adobe tools for design collaboration and content development.
- Continuously explore and adopt new technologies to deliver innovative, scalable solutions.

SAM GREEN CORP & EATSY ORDERS

August 2022 - November 2023

Frontend Developer

- 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.






MoyoAI

May 2020 - October 2022

Frontend Developer

- 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.

Skills & Interests

-  Frontend: ReactJS, Next.js, Astro, TypeScript, JavaScript, HTML, CSS, SCSS, MUI, Ant Design, Zustand, Redux.
-  Backend: Node.js, Nestjs, MongoDB, Mongoose, Firebase.
-  Tools & Platforms: Git, Bitbucket, AWS, Vercel, CPANEL, WordPress, Husky, Cypress
-  UI/UX: Figma, Adobe XD.
-  CRM & APIs: REST APIs , GraphQL, Salesforce, Veeva CRM.

Additional Information

Languages: English (B2), Spanish (Native).