Fernando Herrera Sánchez

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Senior Web Developer | Full-Stack Expertise | Bilingual in English & Spanish
Passionate Senior Web Developer with 10+ years of experience designing and building scalable, user-focused digital solutions. Strong commitment to continuous improvement, best practices, and delivering high-quality software. Known for excellent communication, organization, and leadership skills, with a particular focus on educational platforms, ERP, and CRM systems. Proven track record in collaborative and solo projects, consistently achieving objectives with a user-first approach.

PROFESSIONAL EXPERIENCE

3Pillar   **Hermosillo, Mexico**
Software Engineer   *February 2022– Present*

- Enhanced front-end functionality with HTL, CSS, and JavaScript to create dynamic, user-friendly interfaces.
- Architected backend models with Java and XML to support robust front-end features.
- Developed and customized AEM components with HTL and Sling Models, providing high versatility for content management.
- Enabled content authors to independently create and modify pages by leveraging AEM's editable templates.
- Optimized front-end performance through lazy-loading techniques and minimized HTTP requests, resulting in a smoother user experience.
- Collaborated closely with UX/UI teams to convert design mockups into functional components, ensuring cohesive design implementation.
- Implemented micro-animations in CSS to boost user interaction and engagement.
- Worked on A/B testing to evaluate and enhance user experience improvements.

Technologies: HTL, CSS, JEST, Cypress, JavaScript, AEM, HTML, SASS, React, CSS, Material UI, JavaScript, TypeScript

SofiaXT - Plataforma Educativa   **Hermosillo, Mexico**
FrontEnd Developer   *February 2021–February 2022*

- Conducted a comprehensive analysis and implemented UI/UX designs in collaboration with the frontend team, ensuring accurate and functional interfaces.
- I actively participated in the ideation and prototyping phases with designers, contributing innovative solutions and design practices.
- Developed a new version of the company's flagship educational platform, improving functionality and user experience.
- Performed usability testing and incorporated feedback to optimize and refine interfaces, improving user experience.
- I migrated and updated exercise modules from vue 2 to vue 3.

Tecnologies: JavaScript, TypeScript, Bulma, Vue 2, Vue 3, Pinia, GIT, Vuetify, Figma, AdobeXD

Universidad Kino   **Hermosillo, Mexico**
FullStack Developer   *February 2018–February 2021*

- Analyzed, designed, and managed project requirements, ensuring objectives were met.
- Developed and maintained both frontend and backend components, guaranteeing smooth and efficient integration.
- Collaborated with faculty and other developers on comprehensive university projects, aligning academic and technical needs.
- Conducted code reviews and mentored junior developers, fostering best practices and enhancing the team's technical proficiency.

Technologies: JavaScript, TypeScript, Bulma, React, GIT, MaterialUI, Figma

Suspiros Pastelerias   **Hermosillo, Mexico**
FullStack Developer   *September 2015– February 2018*

- Collaborated closely with department managers to plan and implement ERP system solutions, aligning operational needs with technical capabilities.
- Maintained and optimized legacy projects in PHP 5.6, ensuring reliability and enhancing performance.
- Led a team of four developers, organizing tasks and applying SCRUM methodology to ensure efficient delivery.
- Enhanced system functionality and performance through continuous code improvements.

Technologies: PHP, Laravel, Java, MySQL, MariaDB, CSS, Bootstrap, JavaScript, JQuery

Government   **Hermosillo, Mexico**
FrontEnd Developer   *July 2013– September 2015*

- Collaborated on cross-functional teams to deliver high-quality web applications aligned with organizational objectives.
- Implemented version control best practices, improving workflow efficiency and consistency.

Technologies: PHP, CodeIgniter, C#, Javascript, Jquery, HTML, CSS, Bootstrap, GIT

Freelance Projects

Pulso Fit: Developed a comprehensive gym management system covering sales, schedules, and client management.
Technologies: Angular 6, Node.js, Feather.js, MongoDB

FIVI: Built an ERP system for local businesses, integrating modules for finance, inventory, and warehouse management.
Technologies: Laravel, MySQL, jQuery, Bootstrap, Vue

Business Plus SX: Created a CRM system to enhance client relationship management, including user training for maximum system usage.
Technologies: Laravel, MySQL, jQuery, Bootstrap, Vue

Castesa: Developed a production and sales tracking system for agricultural products, incorporating real-time reporting features.
Technologies: Laravel, MySQL, jQuery, Bootstrap, Vue

Instituto Tecnologico de Hermosillo   **Hermosillo, Mexico**
Bachelor's Degree in Computer Systems Engineering   *June 2013*