

# FRANCISCO JAVIER MORENO HINOJOSA

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## EDUCATION

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**UNIVERSIDAD TECNOLÓGICA DE SANTA CATARINA**

*Bachelor's, Computer Engineering*

**May 2018 - July 2022**

## PROFESSIONAL EXPERIENCE

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### **Globant**

*Senior Web UI Developer*

**Monterrey, México**

*December 2020 - June 2025*

- Delivered enterprise-grade full stack solutions for global clients (Royal Caribbean, United Airlines, Dick's Sporting Goods, Gannett), focusing on performance, scalability, and maintainability
- Contributed to backend efforts using Node.js + Express for RESTful API integrations and microservice connectivity
- Integrated DataDog APIs for performance metrics and monitoring; created custom dashboards to track frontend KPIs
- Implemented Sentry for frontend error tracking, improving incident visibility and reducing resolution time
- Contributed to CI/CD by maintaining and improving Jenkins pipelines and GitHub Actions for automated builds and deployments
- Maintained and extended legacy components built with EJS and React, ensuring cross-framework compatibility and code consistency
- Shipped ~12 Angular libraries and maintained 10+ versions via Nx modularization, cutting duplicate code ~40% and improving onboarding 25%
- Boosted rendering speed up to 30% via OnPush strategy and RxJS optimizations; improved Lighthouse and accessibility scores to ~90
- Raised Jest unit-test coverage from 0% '80% and implemented Cypress integration tests for key modules
- Implemented NgRx/Signals for predictable state management and debugging
- Actively participated in Agile ceremonies (stand-ups, retrospectives, grooming, sprint planning)
- Mentored junior developers, led code reviews, and promoted testing and accessibility best practices.
- Integrated AWS S3 for persistent object storage in containerised applications deployed via Docker, enabling reliable asset access and scalable data handling.

### **ContralorMX**

*Frontend Developer*

**Monterrey, México**

*February 2020 - August 2020*

- Built and maintained AngularJS single-page applications emphasizing component reusability and UI consistency
- Adopted SCRUM methodologies and Gitflow for version control and efficient collaboration.

### **Handa Systems**

*Frontend Developer*

**Monterrey, México**

*November 2019 - February 2020*

- Developed Angular 8 web applications with reusable UI components
- Integrated Firebase authentication and leveraged SQL Server for data persistence
- Improved sprint velocity through Agile practices and technical planning.

## PROJECTS & OUTSIDE EXPERIENCE

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### **Invitamex**

*Fullstack Web Developer*

**Remote**

*January 2025 - May 2025*

- Invitamex is a web platform for digital invitations and event analytics. It allows hosts to create an event, customize invitations for each guest (name, passes, etc.) and share unique URLs. The administration portal (Balloon) centralizes guest lists, RSVPs and participation metrics.
- The product offers packages (Standard/Premium) and is evolving to include table assignments, collaborative PDF albums, automated event registration via forms, and online payments (planned integration with MercadoPago).
- My role: architecture design, frontend development, and data modeling; integration with authentication, database, and analytics flows; plan and pricing definition; continuous improvement of UX and performance.
- Key achievements:
- Generation of personalized URLs per guest with access control.

- Balloon dashboard with event statistics (views, confirmations, attendance).
- Authentication and security with access policies per event/guest.
- Simple and reusable event creation and editing flow.
- Payment preparation (checkout) and delivery flow according to package.

### Corporate Website with WordPress Headless CMS & Angular

**Remote**

*Fullstack Web Developer*

*June 2025 - July 2025*

- Developed a fully responsive corporate website using Angular as the frontend and WordPress as a headless CMS, enabling non-technical users to manage content through a user-friendly backend interface.
- Implemented dynamic content fetching with RxJS for efficient caching and performance optimization, and used Tailwind CSS for a modern and scalable UI.
- Integrated EmailJS for automated contact forms and built custom content types with ACF + CPT UI, allowing clients to easily update services, certifications, and company information.
- Designed the architecture to simplify content editing, enabling the client to manage updates without developer involvement.

### Shelfie

**Remote**

*Fullstack Web Developer*

*June 2025 - August 2025*

- Shelfie is a comprehensive web application that allows users to upload clothing photos and generate professional model images using AI. The platform features user authentication, subscription-based pricing, credit systems, and a complete payment processing pipeline.
- AI-Powered Image Generation: Transform clothing photos into professional model shots
- User Authentication & Profiles: Complete user management system
- Subscription Management: Multiple pricing tiers with Stripe integration
- Credit System: Flexible usage-based billing
- Gallery Management: Organize and manage generated images
- Multi-language Support: English and Spanish localization
- Responsive Design: Modern, mobile-first UI/UX
- [Link to project](#)

## SKILLS

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**Skills:** AngularJS, TypeScript, Node.js, Express, Supabase, JavaScript, HTML5, CSS3, SCSS, Tailwind, Bootstrap, REST APIs, Postgres, MongoDB, SQL Server, SQLite, Nx Monorepos, Docker, CI/CD, Jenkins, Azure DevOps, Git, GitFlow, Microservices, Postman, Swagger, Jest, Cypress, TDD, BDD, ESLint, Prettier, Storybook, Figma, JIRA, Agile, SCRUM, Cursor, Model Context Protocol, Gemini Nano, ChatGPT automation, Component reusability, UI consistency, SCRUM methodologies, Version control, Technical planning, Clean architecture, Responsive UI, Modular code structure, Automated ad creation, Cost tracking, Subscription management, Mentoring, Collaboration, Communication, Problem-solving, SEO, HTML/CSS, Java, React.js, Adobe Illustrator, react

**Languages:** Spanish