

# Genaro Rocha Guardado

[genarorg.github.io](http://genarorg.github.io) | [LinkedIn](#) | [Github](#) | (858)397-8297

## Tools and Skills.

Full-stack development of web applications. Lately, I have been working with Ruby, Rails, TypeScript, React, and NextJS. I have experience working with Postgres, BigQuery, and some basic DevOps skills using AWS Cloud Development Kit and DataDog. I love teamwork, providing value, and looking forward to growing in a purpose-driven environment.

## Education.

**Electronics Engineering.** Cety's Universidad, Baja California, México

**BS in Media Arts and Animation.** Art Institute of California San Diego

## Recent Work Experience\*.

**Juul Labs Inc.,** San Francisco, CA | [paxvapor.com](http://paxvapor.com)

*Senior Software Engineer.* July 2017 to date.

- Helped design and implement age verification systems and their APIs using Ruby and Rails.
- Automation of compliance for our email marketing platforms, including active reporting and monitoring using BigQuery.
- Frontend work using NextJS, React, and Typescript.
- Collaborated with DevOps team on CDN implementation using `lambda@edge` and the AWS CDK.

**Pax Labs Inc.,** San Francisco, CA | [paxvapor.com](http://paxvapor.com)

*Software Engineer.* December 2016 to July 2017.

- Replatforming old e-commerce systems and implementing new architecture based on microservices. Working primarily with Ruby, PHP, and React.js on the frontend.

**3D Robotics,** Berkeley, CA | [3dr.com](http://3dr.com)

*Software Engineer.* August 2015 to December 2016.

- Worked as back-end and front-end developer on the 3DR Cloud team.
- Architected, developed, and deployed in-house firmware server. REST API is done in Scala (Akka) and admin web app in React.js
- Created and maintained our customer support ticketing platform. REST API in Python (Django) and integrated with Zendesk.
- Shipped a web-based log analysis tool for UAVs. Developed in Ember.js
- Lead front-end engineering on Sitedscan, a web GIS application done primarily in React.js

\* Feel free to inquire about previous work experience.

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**Toi**, Austin, TX | [toi.io](http://toi.io)

*Senior Full Stack Engineer*. March 2013 to July 2016

- Provided technical direction and management for multiple marketing website projects.
- The technology stack was mainly PHP (WordPress), HTML, CSS, and JavaScript.

**Boxel Animation Studio**, San Diego, CA | [boxelanimationstudio.com](http://boxelanimationstudio.com)

*Lead Pipeline Engineer*. January 2012 to August 2015

- Designed and implemented the animation and post-production pipeline for 2 shows and one feature film.
- Developed tools and internal APIs for asset management and production tracking using Python and QT.

\* *Feel free to inquire about previous work experience.*