

Guillermo Ortiz Rebolledo

Senior Frontend Engineer (React / TypeScript / Accessibility / Design Systems)
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Professional Summary

Senior Frontend Engineer with 7+ years building **accessible, high-performance, user-centered** web products in **React** and **TypeScript**. Strong track record delivering **enterprise-ready UX** (accessibility work that unblocked large customer migrations), leading complex frontend initiatives from architecture to QA, and scaling shared UI foundations through **design systems and component libraries**.

Data-informed and quality-driven: uses Lighthouse/Web Vitals plus **real-user metrics** and **product analytics** to identify friction, improve reliability, and prioritize improvements with cross-functional partners.

Selected Impact

- Unblocked **enterprise adoption** by **improving accessibility** on core onboarding and organization flows (WCAG-driven remediation).
- Raised **Lighthouse** scores on key flows to **~92** through profiling and UI optimization.
- Led a **4-person team** shipping a password manager migration tool (LastPass, then expanded to 1Password and Dashlane) in 4–6 months.

Strengths

- **Accessible UI at scale:** WCAG-driven improvements, a11y audits and remediation, accessible component primitives and interaction patterns
- **UI architecture & systems:** component APIs, shared patterns, design systems, complex state and data-heavy UI
- **Performance & quality:** profiling, Lighthouse/Web Vitals mindset, rendering and bundling optimizations, regression prevention
- **Data-informed UX:** dashboards and journey telemetry to find friction and drive quality-of-life improvements

Skills

Frontend: React, TypeScript, Next.js, Tailwind, Storybook

Accessibility & Quality: WCAG/ARIA, Lighthouse, Web Vitals, Jest, React Testing Library

Analytics & Observability: Mixpanel (funnels/A/B tests), Datadog RUM, Sentry

APIs & Data: Node.js, PostgreSQL, GraphQL, REST, AWS

Delivery: GitHub Actions, Docker

Work Experience

Cerby – Senior Frontend Engineer (Sep 2021 – Nov 2025)

- Led accessibility work across key product flows (account onboarding, secrets/notes onboarding, collections), aligning experiences to WCAG practices and removing adoption blockers for **enterprise customers with thousands of users**.
- Improved page performance and UX quality by profiling render paths and optimizing critical UI interactions; **raised Lighthouse scores** on key flows.
- Instrumented key flows with Mixpanel events to power funnels and **A/B tests**, helping teams quantify drop-offs and validate workflow changes for enterprise workspaces.

- Frontend **lead (team of 4) for a password manager migration tool** delivered over 4–6 months: owned research, architecture, implementation, and QA; launched with LastPass and expanded to 1Password and Dashlane to support customers in the **tens of thousands of users** range.
- Owned and evolved Cerberus **design system** used across Web, Extension, and Mobile: built accessible primitives (dropdowns, collapsibles, toggles, checkboxes) and complex UI (data tables), reduced duplicate components, and **lowered UI bug volume** through shared standards and close **design collaboration**.

Wizeline – Software Engineer (Jul 2018 – Sep 2021)

- **Dow Jones / Wall Street Journal:** Refactored newsletter UI into reusable React components, improving delivery velocity and reliability for a platform serving **3M+ subscribers**.
- Led **5+ engineers** building a Slack-integrated employee recognition product (Node.js, React, PostgreSQL, GitHub Actions), **used by hundreds–thousands daily** and embedded into onboarding and culture.
- **Golden State Warriors / Chase Center:** built and maintained suite rental platform (Next.js, GraphQL, GCP), improving SSR stability and mobile responsiveness.

Universidad de Guanajuato – Software Engineer (2017–2018)

- Built a job placement platform used by hundreds of graduating students & partner companies.

Education

Instituto Tecnológico de Celaya — **B.S. Computer Science** (2012–2016)