

Guilherme Martins

Full Stack Web Developer

Full Stack Web Developer with 7+ years of experience in JavaScript, React, and Node.js. Co-founded a software startup delivering high-quality service across Latin America. Led development of an analytics product that boosted client decision-making speed by 25%. Promoted for driving performance on e-commerce platforms for top tier brands like Levi's, Pandora, and Timberland. Developed facial recognition metrics for ad campaigns, reshaping ad pricing models in shopping centers.

SKILLS

- React (Specialist)
 - Node (Specialist
 - JavaScript (Specialist)
 - TypeScript (Specialist)
- AWS
 - Next
 - GIT
 - (SSR, ISR)
- MongoDB
 - React Query
 - Redux
 - HTML - CSS
- SCRUM
 - AGILE
 - Stripe Integration
 - Oauth

WORK EXPERIENCE

Software Developer - Full Stack | React Specialist

Admira - Mexico (REMOTE)

set 2024 – Present

- **Led the complete implementation** of an innovative front end for an analytics product; using xp techniques, established team standards that accelerated feature timelines by three weeks while maintaining optimal load time across key functionalities.
- **Implemented OAuth flows** for secure third-party integrations.
- **Front-End Architecture:** Developed and optimized the React front end, reducing load times by 30%.
- **Data Visualization:** Created intuitive visualizations, accelerating client decision-making by 25%.
- **Back-End Collaboration:** Implemented Go-based back-end, ensuring seamless data integration across 100+ applications.

Frontend Engineer

Cattri Leading OOH Company - Mexico (REMOTE)

jun 2022 - set 2024

- **Comprehensive Project Involvement:** Managed full-cycle development processes involving diverse technologies through structured methodologies leading towards enhanced team efficiency—completed nine distinct applications within six months without sacrificing quality or functionality.
- **Engineered a facial recognition application** that enhanced advertising precision with targeted campaigns; leveraged OpenCV, React, and CMS integrations to increase overall company profitability by 15% within the first quarter.
- **Restaurant Reservation App:** Developed an app that allows customers to make real-time reservations directly from the totem, increasing restaurant reservations by 25% and enhancing the user experience.
- **Led the transition process toward adopting micro front-end** architecture integrated into a single monorepo; streamlined team workflows resulted in deploying features 40% faster while increasing overall system flexibility for projects.
- **3D Map Integration:** Integrated 3D maps into the platform, offering customized user navigation and floor display features for shopping centers.
- **Assisted in the integration of React components** within an AEM-managed environment, gaining initial exposure to content workflows and authoring tools

Frontend Developer | React & TypeScript Expert

Ecomsur - Fullcommerce Latam - Mexico (REMOTE)

mar 2020 - jun 2022

- **Engineered robust e-commerce solutions** for top-tier companies like Levi's and The North Face; focused on delivering superior UX/UI with performance metrics that resulted in reduced page load times by over 33%.
- **Spearheaded the checkout implementation for Pandora** Colombia using JavaScript, achieving flawless integration and operational accuracy despite challenging conditions without a dedicated testing environment across three project phases.
- **User Experience Optimization:** Improved customer engagement metrics on optimized platforms, reducing bounce rates by more than 30% while increasing average session duration to nearly five minutes per visitor during promotional periods.
- **Executed migration strategy that transitioned** outdated systems into modern frameworks using React and TypeScript, addressing core functionality issues which led directly to fixing the three biggest causes of crashes.
- **Agile Leadership:** Managed Agile teams, reducing project timelines from 6 months to 1 month, accelerating project delivery capacity.

Contacts

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Soft Skills

- Effective Solutions
- Collaboration and Teamwork
- Quick Adaptation
- Empathy for Users
- Precision Focus
- Deadline Driven
- Effective Communication
- Curiosity and Willingness to Learn
- Resilience and Patience
- Product Mindset

Education

Harvard University
CS50

Impacta Tecnologia
Computer Science
IronHack
Web Development 400 hr Bootcamp

Collabora - MKT agency / Software house

- At Collabora, I was responsible for ensuring timely project delivery, leading our development teams, and fostering innovation at every stage of the process. My role involved managing the technical team, ensuring collaboration and high performance while also acting as a developer on strategic projects.
- Utilizing technologies such as React, Node.js, and Next.js, I implemented efficient and scalable solutions that met our clients' needs. I applied agile methodologies, such as Scrum, to optimize project management and improve communication within the team, using tools like Jira to monitor progress and ensure transparency in deliverables.
- In addition to providing technical leadership, I also mentored our clients to maximize the effectiveness of our products, ensuring they derived maximum value from the solutions we offered. My results-driven and innovative approach was crucial to the growth and success of Collabora.