

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
 - HTML - CSS
- UI/UX
 - React Query
 - Redux
 - HTML - CSS

WORK EXPERIENCE

Software Developer - Full Stack | React Specialist

Admira - Mexico (REMOTE)

set de 2024 – Present

- **Led the complete implementation** of an innovative front end for an analytics product; established team standards that accelerated feature timelines by three weeks while maintaining optimal load time across key functionalities.
- **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 de 2022 - set de 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.

Frontend Developer | React & TypeScript Expert

mar de 2020 - jun de 2022

Ecomsur - Fullcommerce Latam - Mexico (REMOTE)

- **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