Elvin Gutiérrez Galo

Software Engineer

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📍 Masaya, Nicaragua

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🧠 SKILLS

JavaScript ●●●●○
- Vue.js
- Nuxt.js
- React.js
- Next.js

Python ●●●●○
- Django
- Django Rest Framework

HTML ●●●●○

CSS ●●●●○
- Tailwind CSS
- Bootstrap
- SASS
- LESS

Docker ●●●○○

Linux ●●●●○
- Bash
- Arch

Analytics ●●●●○
- Google analytics 4
- Google tag manager

🌐 LANGUAGES

Spanish ●●●●●

English ●●●●○

🪪 ABOUT

As a Senior Software Engineer with over a decade of experience, I specialize in developing robust and scalable web applications, proficiently leveraging technologies such as Next.js, Nuxt.js, Django, and Python. My career has been marked by a passion for solving technical challenges and optimizing system performance, demonstrated through a strong background in both frontend (Angular, Next.js. Nuxt.js) and backend development (Django, Python), including multi-platform UI/UX and custom CMS solutions.

I consistently delivered high-impact solutions, notably leading a complete GA4 migration for comprehensive analytics, designing flexible campaign banner systems, and creating modular UI components that significantly improved user experience and conversion rates. I also spearheaded the development of "Dorado," an internal Vue.js framework, which substantially accelerated UI development, and modernized the Partner Portal's dependencies to reduce security vulnerabilities. I am actively seeking a challenging Software Engineer or Full-Stack Developer role where I can continue to build innovative products and contribute to a high-performing team.

💼 EXPERIENCE

AppSumo ⧉
Software Engineer
08/2020 – 07/2025 | Austin, Texas

- Core Development: Built "Dorado," an internal Vue.js framework (Bootstrap, Lerna monorepo) standardizing UI development and accelerating feature delivery across Nuxt.js apps. Regularly contributed to backend Django tasks, including creating and updating RESTful API endpoints.
- Campaign & Marketing Infrastructure: Designed and implemented a flexible campaign banner system with multiple design variations and mobile optimization, addressing critical gaps on modular PDPs. Developed deal- specific promotion messaging infrastructure for targeted onsite branding.
- Analytics & Data Intelligence: Led the full GA migration, establishing content groups, ecommerce event tracking, and a complete reporting infrastructure for robust data collection and analysis. I also optimized data flow by updating Google Tag Manager for third-party services and contributed to the server- side tagging migration. Additionally, I engineered comprehensive analytics for modular Product Display Pages (PDPs), successfully resolving critical data loss.

- User Experience & Conversion Optimization: Developed modular social proof components, created new CTA presentation methods, and implemented collapsible FAQ systems to enhance user trust, improve conversion, and reduce friction.
- Customer Feedback & Research: Deployed 1-Question Survey Systems (NPS - 350 customers/month, Post-Purchase Attribution) for vital customer sentiment and marketing channel insights. Optimized Privy integration with mobile scroll- triggered flyouts for improved email lead generation.
- Technical Infrastructure & Performance: Modernized and cleaned up the Partner Portal's neglected dependencies, reducing security vulnerabilities. Enhanced sile performance and reduced technical debt by cleaning up ended experiments.

US company
Web Developer
10/2019 – 08/2020 | Managua, Nicaragua
Working as a freelance developer using the following technologies:
- Frontend: Nuxt.js (Vue.js), ES6, HTML, CSS.
- Backend: Django, Python, SQL, Docker.

OOQIA
Web Developer
08/2014 – 10/2019 | Nicaragua
- Multi-platform and responsive UI / UX development.
- Participated in the development of the JS, HTML and CSS styleguide and code standards of our team.
- Developed multi screens mobile first web applications with high modularity and code reusability.
- Participated in the development of a subscription based Marketing platform in compliance with countries laws that allowed products to be known internationally for export.
- Improvement of recruitment process by integrating Wordpress CMS, Amazon S3 and Google Spreadsheet for CV gathering allowing better notifications and reporting.
- Designed and developed multi-screen apps focusing on web animation using keyframes, material design, responsive methodologies and modularity methodologies.
- Actively participated in the design and development of a successful custom made CMS for a dynamic portal creation tool.
- Helped young adults enhance their job search skills by developing a hybrid app.
- Developed interactive learning modules and basic games focusing on geolocalization and Google API's.
- Refactored existing web apps focusing on best practices for improving web applications performance and frontend rendering.