

Macjim Gonzales

Senior Full Stack Developer

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SUMMARY

Experienced Full Stack Developer with a specialty in e-commerce, bringing over 8 years of experience in building high-performance, user-centric platforms. Skilled in React.js, Node.js, and PHP, I excel at creating responsive, secure applications that drive engagement and increase sales. My approach combines strategic problem-solving with a dedication to quality, delivering seamless and reliable digital experiences for customers while optimizing performance and reducing operational costs.

PROFESSIONAL EXPERIENCE

Imperfect Foods, Senior Full Stack Developer 🌐

Jan 2024 – Oct 2024

San Francisco (Remote), U.S

Led the rebuilding and maintenance of the Imperfect Foods website, achieving a 30% increase in site performance and a 25% boost in user engagement.

- Designed a mobile-first e-commerce website with Next.js and Tailwind CSS, boosting mobile traffic by 45% and reducing bounce rates by 35%.
- Integrated secure payment gateways like Stripe and PayPal via Node.js, achieving a 15% faster transaction processing time while ensuring PCI compliance across the platform.
- Utilized analytics tools like Google Tag Manager and Fivetran, enabling 5 data-driven marketing campaigns based on user insights.
- Established CI/CD workflows, cutting deployment times by 50% to an average of 2 hours and enhancing code quality with automated testing.
- Executed Jest testing with Google Optimize on product pages, resulting in a 12% increase in add-to-cart actions and greater engagement with high-value products.
- Collaborated with a cross-functional team of 7 to deliver a seamless user experience, achieving 100% on-time delivery for major releases.

Repeat, Senior Full Stack Developer 🌐

Jan 2023 – Dec 2023

Los Angeles (Remote), U.S

Played a pivotal role in the start-up of the Repeat platform, contributing to a 35% increase in user retention through the development of scalable applications with enhanced UI and UX.

- Optimized checkout processes with React.js and Next.js, reducing cart abandonment by 20% and increasing monthly sales by \$50,000 through streamlined user flows and performance improvements.
- Developed a product recommendation engine using Node.js and MongoDB, increasing average order value by 25% through personalized product suggestions based on user data.
- Built a scalable e-commerce infrastructure on AWS, achieving 99.99% uptime during high-traffic events such as Black Friday and Cyber Monday.

- Utilized AWS for cloud hosting and storage, improving reliability and performance by reducing downtime by 25%.
- Guided 3 junior developers, fostering collaboration and improving team efficiency by 20%.

Always Open Commerce, Full Stack Developer
Jul 2019 – Dec 2022 | Manila, Philippines

Successfully developed and launched several websites for various clients, focusing on e-commerce platforms and enhancing user interaction.

- Built and maintained e-commerce websites such as Catalyst Shop and Bird Rock Coffee Roasters on BigCommerce and WordPress, increasing client sales by 30%.
- Leveraged React.js, Node.js and PHP to create dynamic applications, enhancing user engagement by 25%.
- Achieved load times under 3 seconds for 80% of websites through performance optimization.
- Partnered with design teams to translate UI/UX designs into functional websites, achieving a 95% client satisfaction rate.

Online Thinkers Technology,
May 2018 – Jun 2019

Associate Front-End Developer
Valenzuela, Philippines

Contributed to the development of websites, focusing on responsive design and user experience.

- Constructed interactive web applications using React.js, enhancing the user experience and site navigation, resulting in a 20% increase in user engagement.
- Reduced code complexity by 40% by enforcing strict clean code and SOLID principles.

Shift101 IT Solutions, Junior Web Developer
Aug 2017 – Apr 2018 | Baliuag, Philippines

Gained foundational experience in web development, focusing on front-end technologies.

Vendes Corporation, Web Engineer Intern
May 2016 – Jul 2017 | Plaridel, Philippines

Assisted in the development of web applications, learning industry standards and practices.

EDUCATION

Bulacan State University,
Jun 2012 – Apr 2016 | Malolos, Philippines

Bachelor's Degree of Computer Science

SKILLS

Programming Languages HTML, CSS, JavaScript, TypeScript, PHP	Front-end Development React.js, Next.js, React Native, Vue.js, Tailwind CSS, Radix UI, MUI, jQuery UI
Back-End Development Node.js, Express.js, Nest.js, Laravel	Databases MySQL, PostgreSQL, MongoDB, Firebase
Version Control GitHub, GitLab, Bitbucket	Cloud Platforms AWS, Google Cloud
Agile Development Jira, Slack, Trello	