

Juan Jesús Espinosa Martínez

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+3 years of experience as a Full Stack developer. I easily adapt to circumstances, enjoy teamwork and I am always willing to learn. Moreover, new challenges are my principal source of motivation.

EXPERIENCE

IOON

Full Stack Developer

(Remote) Mérida, Spain

December 2024 – Present

Responsibilities

- Design and implement new **use cases (UC)** focused on **conversion rate optimisation (CRO)** based on **data-driven decisions**.
- Ensure the correct feeding of the **customer data platform (CDP)** with data of user interactions for the creation of **audiences**.
- Be the reference person for Back-End (**Node.js/Express.js, FastAPI, API design, database design...**) and Front-End (**Dynamic Yield, Figma, React, UI/UX design, Tailwind CSS...**) technologies and take initiative to learn new ones.
- Make an impact on the whole team by proactively supporting other team members, helping them and looking for ways to improve the team processes.

Key accomplishments

- Proactively redesigned, using **Figma**, a marketing campaign (Pop up with **lead generation form**) distributed across all **Stellantis** brands and countries, improving **responsiveness** and **user interface (UI)** and adding **micro-interactions** and **animations (GSAP)**, which led to a **significant increase in conversion**.
- Developed **use cases ('Abandoned Configuration')** in **Dynamic Yield** using **cookies** with the aim of bringing the user back to the point where they left their vehicle configuration, which **significantly increased conversion**.
- Proposed and led the development of a **REST API** based on **Express.js (Node.js)** as a dynamic solution to a problem affecting numerous outdated marketing campaigns, which **increased the revenue from those campaigns**.
- Led the implementation of **Dynamic Yield (Consent scripts, Page Context, Product Feed...)** on the new Stellantis pages in order to use the advanced features of this tool.
- Deployed and monitored scripts in **Google Tag Manager** to collect emails from users entered in forms and feed the **customer data platform (CDP)**.

SOLUTE

Full Stack Developer

Badajoz, Spain

October 2022 – December 2024

Responsibilities

- Be the reference person for Back-End (**Node.js/Express.js, FastAPI, API design, database design...**) and Front-End (**React, UI/UX design, Tailwind CSS...**) technologies and take initiative to learn new ones.
- Design and implement medium to large size features while reducing the system's tech debt.
- Make an impact on the whole team by proactively supporting other team members, helping them and looking for ways to improve the team processes.

Key accomplishments

- Collected the **requirements** and led the design of the **REST API** of a new internal product, which led to a huge improvement in developers' **productivity**.

- Joined a team from **GE Vernova** that worked with **SCRUM** methodology as the reference Back-End developer. Led the technical design of the REST API new features and **highly improved its performance and security** by updating its framework to the latest LTS version and introducing new technologies, such as **database migrations**.
- Led the development of a **React**-based extension for another company's platform. In addition to the success of the project, the collaboration between both companies was strengthened for future developments.
- Redesigned weather forecasting team's website **User Interface (UI)** which had a huge impact on **User Experience (UX)**.
- Redesigned the weather forecasting team's REST API using the **FastAPI Python** framework.
- Defined the team's version control strategy and set up the continuous integration and continuous deployment (**CI/CD**) flow in **Gitlab** for all the team's projects.
- Deployed a new centralized download system for numerical weather models (developed in Python and connected to a **SQL** database for tracking and control) for the forecasting team.

EDUCATION

University of Extremadura

Computer Engineering in Information Technologies / Telematics Engineering in Telecommunications

Mérida, Spain

2017 - 2022

University of the West of Scotland

Computer Networking

Paisley, Glasgow, UK

2019 - 2020

COURSES

- [React - The Complete Guide 2023 \(incl. React Router & Redux\)](#)
- [Figma UI UX Design Essentials](#)

SKILLS

- | | | |
|----------------|----------------|-----------|
| • React | • Python | • Node.js |
| • JavaScript | • FastAPI | • Java |
| • UI/UX Design | • REST API | • CI / CD |
| • TypeScript | • SQL / NoSQL | • Git |
| • Express.js | • Tailwind CSS | • Astro |

LANGUAGES

- My first language is Spanish. Fluid in English (C1).