Jose B Lara

Full Stack Developer

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Innovative and solution-oriented professional offering extensive experience in leading-edge technologies to delivering robust, scalable solutions. Expert in driving performance enhancements, exemplified by revitalizing websites and optimizing cloud infrastructure, which significantly improved user experience and operational efficiencies. Adept at managing cross-functional teams and spearheading the development of secure, innovative systems that strengthen data protection and streamline content management. Harness a unique blend of technical prowess and strategic vision to transform complex challenges into elegant technical solutions, ready to deliver high-quality, impactful results in dynamic environments. Demonstrated ability to troubleshoot and debug complex issues, ensuring smooth operation of web applications.

Technical Proficiencies

- **Front End**: React/Next.js, Vue 2/3, Typescript, Vite, Rollup, Webpack.
- **Back End**: PHP8, Laravel, Node.js, Serverless Framework, FFMPEG, Lambda.
- **Testing**: PHPUnit, Pest, Cypress, Puppeteer/Playwright.
- **Databases**: MySQL, Postgres, DynamoDB, Supabase, Elasticsearch, Solr.
- **CI/CD**: CircleCI, Github Actions, Jenkins, Docker, AWS, Terraform, Vercel, Netlify.
- **SDLC**: Asana, Trello, Figma, Jira, Agile, Scrum

Professional Experience

Seek Capital, Los Angeles, CA   February 2023 — January 2024
Full Stack Developer

Revamped corporate website using React and Next.js to drive significant performance enhancements and user engagement improvements. Led transition to a Headless CMS with Strapi and Next.js, streamlining content management and reducing update times. Facilitated daily stand-up meetings with offshore development teams to maintain smooth project communication and tracking. Fostered cross-functional team collaboration to optimize AWS cost management and resource utilization. Developed secure reporting systems for lead data using PGP encryption, strengthening data security measures.

- Enhanced corporate website's performance, decreasing page load speed by 60% and boosting user engagement by 15%.
- Achieved 40% reduction in content update time by streamlining content management processes.

Lalapoint, Pasadena, CA   May 2018 — September 2022
Chief Technology Officer

Engineered foundational components of a data partners pipeline, enhancing scalability and future growth, leading to a marked improvement in data acquisition efficiency. Architected comprehensive digital marketing system to accomplish significant growth in brand visibility and audience engagement. Designed versatile technical stack using Laravel, Serverless Framework, Node.js, and Vue2/3. Optimized cloud computing resources using AWS Lambda and EC2 for showcasing adeptness in cloud technologies. Conducted comprehensive code reviews and managed version control with proficiency to ensure code quality and maintainability.

- Maximized brand visibility by 50% by pioneering development of a digital marketing system.
- Attained 75% boost in data acquisition efficiency by spearheading creation of a data partners pipeline.

Real Data Strategies, Brea, CA May 2018 — June 2021
Engineering & Technical Lead

Developed real-time analytical application to enable user analysis of monthly home sales data from over 200 MLS datasets, utilizing Laravel, Tailwind, Vue3, and Inertia.js for a dynamic user experience. Orchestrated implementation of a data pipeline for daily processing of MLS sales data; ensured accuracy and consistency through rigorous validation and cleaning processes. Oversaw modernization of complex systems, transitioning from on-premises to cloud-based solutions, and streamlined organizational processes for improved efficiency.

- Gained 75% increase in system efficiency and performance through successful migration of critical data systems.
- Migrated legacy Microsoft Access databases to Aurora MySQL with a focus on improving system efficiency and data accessibility.

Pacific Union International, San Francisco, CA January 2017 — May 2018
Full Stack Developer

Managed end-to-end overhaul of public-facing platforms, intranets, and internal marketing tools to augment user engagement and adoption rates. Evaluated organizational technical structure and budgeting processes to identify and implement improvements in collaboration with C-suite executives. Championed integration of new software development methodologies in line with industry best practices. Coordinated cross-functional teams to maintain project timelines and quality standards, fostering a collaborative and results-driven environment.

- Drove 40% increase in user engagement metrics and 25% rise in adoption rate following strategic overhaul of company platforms.
- Enhanced productivity through seamless transition of ecosystems to the Pacific Union LA division brand intranet.

John Aaroe Group, Beverly Hills, CA January 2014 — December 2016
Full Stack Developer

Managed consumer app built on Ruby on Rails to handle listing and sale data from national IDX systems. Collaborated with design, marketing, and business development teams to optimize performance and user experience. Engineered internal tools for creating and distributing customized newsletters, integrating with Mailchimp API, which elevated email engagement and lead generation.

- Orchestrated development of a custom intranet platform using Laravel/Vue.js, enhancing operational workflows and user experience for 500 brokers.
- Implemented internal tools for newsletter curation, securing a 25% increase in email click-through rates and a 15% rise in lead generation.
- Reduced video creation time by 90% by establishing internal video generator application.