

JUAN CRUZ AVELLANEDA

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PROFESSIONAL SUMMARY

Senior Frontend Engineer specializing in modern JavaScript frameworks, and frontend architecture. Proven leader in cross-functional teams, driving product development, UI modernization, and technical best practices for scalable, user-focused web applications.

CORE SKILLS

Frontend Development: React, TypeScript, Redux, Redux Toolkit, HTML, CSS, CSS modules, styled components.

Quality Assurance: Playwright, Selenium, End-to-End Testing (E2E), Code Review.

Architecture & DevOps: Software Development Lifecycle, Node.js, GraphQL, Amazon Web Services (AWS), CloudFront CDN, DevOps Practices

Collaboration & Leadership: Cross-Functional Collaboration, Agile Methodologies, Onboarding, Documentation

User Experience & Design: User Experience (UX)

WORK EXPERIENCE

COSYSENSE | 2024–2025

Lead Frontend Engineer

- Led the end-to-end development of a single-page application (SPA) for a VC fast growing Cambridge Spinout sustainability-focused HVAC startup, transforming it from a pre-revenue tool into a revenue-generating product (MMR). The app is now actively used in pitches to new prospects, including enterprise-level clients.
- Gathered requirements for the frontend application
- Designed and iterated UI prototypes based on feedback from founders and a third-party designer to optimize user experience
- Led the implementation of a SPA, applying agile methodologies throughout the software development lifecycle.
- Planned, estimated, and executed the full development cycle, collaborating with founders and backend teams
- Designed and developed frontend architecture using React, TypeScript, Node.js, Redux, HTML, and CSS.
- Developed backend architecture for supporting user authentication using DynamoDB, Cognito and Lambda
- Developed backend endpoints for retrieving data from DBs using Lambda and Node.js
- Built an admin tool for drawing areas in floor plans, accelerating initial user configuration by ten times
- Set up a development environment with tooling to improve the developer experience
- Deployed the app using AWS, configuring CloudFront CDN, SSL certificates for HTTPS, and analytics integration

SPLIT SOFTWARE | 2016–2023

Senior Frontend Engineer | 2019–2023

- Led feature development for Split's feature flagging platform using React, Redux, TypeScript, CSS, GraphQL.
- Delivered multiple frontend features in collaboration with designers and cross-functional teams to enhance usability and design consistency.
- Researched and introduced a modern automated testing library (Playwright) for end-to-end testing, reducing test flakiness to 0% and improving production delivery
- Implemented a BFF layer using GraphQL to enhance data flow and reduce backend dependencies
- Modernized the experimentation platform UI to significantly increase user satisfaction
- Defined team-wide frontend best practices and promoted their consistent use
- Participated in hiring by leading technical interviews and onboarding processes

Frontend Engineer | 2016–2019

- Served as a founding member of the frontend team during early company growth
- Collaborated with founders to shape the initial product frontend through cross-functional teamwork
- Implemented foundational UI features and testing frameworks using React, HTML, CSS and Redux
- Helped establish company culture in the new Tandil office

After working at Split, Spent several months relocating from Argentina to France (EU citizen – Italian passport), completed all residency paperwork, adapted to new environment, and prepared for the European job market through portfolio updates, technical interview practice, and networking.

GLOBANT | 2012–2016

Semi-Senior Frontend Engineer

- Progressed from trainee to Semi-Senior role at a multinational software factory; contributed to web projects across many different industries using early JS frameworks like Backbone and Angular 1
- Delivered web applications using HTML, CSS (including preprocessors), responsive design strategies for multi-device support, while collaborating with backend teams
- Applied agile methodologies (Scrum) throughout project lifecycles

EDUCATION

Universidad Nacional del Centro de la Provincia de Buenos Aires, Tandil, Argentina

Master's Degree in Systems Engineering (Finished all subjects, thesis pending) | 2012

Bachelor's Degree in Systems Engineering | 2009