Juan Miret - Full Stack Developer with Business Skills

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About Me

I'm a 24 years old, self-taught Software Developer from Córdoba, Argentina.

To be honest, I'm not *"only a dev"*, I have also solid business development skills given by experience and a lot of research. I started at 18 (6 years ago) by doing an eCommerce site for my family small business and discovered my two passions: Business and Software Development.

My largest feat as for today is **Buscando Huellas**, a platform to help people find lost pets, adopt, and volunteer in rescues/emergencies by geolocation that's used in LatAm by a lot of people. Curiously, at first I outsourced the development of the project to a local Software Factory so I could focus on the business side, but when I saw the final result, I was terribly disappointed by the quality of the product and I decided to throw it away completely and build it by myself (did it in a sleepless sprint of 20 days, you can see the end result in https://buscandohuellas.com).

I also did: the business strategy, social marketing, design (logo-social posts-etc), user acquisition strategy, press (Want to see some?), and managed to get to 120.000 users in a few months.

My best feature: I can learn and adapt really, really fast. Not bragging. I can focus and immerse myself on new challenges and become proficient in record times. Specially in the fields of Business and Software Development. But not excluding anything (I can wear a lot of hats). I actually define myself as a learning machine.

My bad things: I don't have enough space in this paper to list them all. We can talk about that and I will be 100% sincere. I promise.

Education: 100% self-taught - No formal academic education (and I attribute most of my progress to this)

Languages I speak: Spanish (native) and English

Work Experience Timeline

- Sept 2018 - Today - **Business Development & Innovation Lead at Darwoft** (https:// darwoft.com)

  My main responsibility here is to bring new clients and keep the actual ones happy, and I do both by actively trying to understand what the client or product **really** needs and translate that to our internal teams.

  But that's not the only thing I do, of course. A lot of times I have to assume the role of what we call *a rescue dev*. When projects get messy, deadlines are near and the team is not performing well, I put my developer shoes on.

  I'm also in charge of the Innovation Area, where I explore new technologies and new product opportunities with the help of the developers that don't have any project assigned. (Example below)

  Some feats since I've been here:

  — Brought 3 new important accounts, including M8 Agency, my previous workplace, that trusted me for the outsourcing of their projects. We work with brands like KFC and Stanley Black & Decker in partnership with them.

   — One of the things that I'm proud of, is that I was able to rescue and lead by example in a project for Stanley B&D, that's done in a stack that I never used before (Drupal 8 - PHP) and that most devs here have fear of. I was able to refactor *A LOT* of the codebase, made the site work a lot faster, implemented core functionality and we were able to deliver on time. Client was extremely happy.

– Recruited some of the best people we have (super proud of this)

– Implemented an open source CRM and an open source candidate management tool.

– Rescued more than 3 projects from critical situations.

– I researched the technology and built an Augmented Reality iOS prototype for a big construction company, using Swift, Xcode and Apple's new sdk ARKit2. That got us in the news, and brought a lot of new potential clients. Here's a video of the actual thing

- Apr. 2018 - Sept 2018 **Full Stack Developer at M8 Agency** (htttps://m8agency.com)

Here I developed cool web and mobile advertising campaigns for big brands like KFC, Sprint, Hertz, Copa Airlines and more.

Some feats:
– I was in charge of a project for KFC that consisted in a Chatbot who plays a time trial Trivia Game with the users and keeps daily and weekly leaderboards to then deliver prizes to the winners
  Tech involved:
        – API and administration panel built with Ruby on Rails
        – Chatbot "front-end" built with Microsoft's Bot Framework SDK for JavaScript

– I was in charge of developing an internal product for the agency, where clients could view insights regarding their accounts, some performance reports and read articles about our agency and the digital world. Tech involved: React Native, Contentful CMS, NodeJS backend.

– Did a Mario Bros Facebook Camera Effect (Spark AR) that helped us win the Nintendo account (you can check it out HERE or HERE)

- 2017 - **E-Commerce Lead at Cocooning Pets & Co** Cocooning.pet

I was in charge of all the E-Commerce operations (B2C and B2B), leading a team of 3 people (non-technical) and developed the current E-Commerce website. Also coordinated the online advertising strategy (Social, Adwords and Organic)

Tech involved:

Prestashop
  – Some Ruby on Rails special webapps for B2B and custom needs.

- December 2016 - Today **Founder and Main Developer of Buscando Huellas** (https://buscandohuellas.com)

  I founded the site and did all the development of the product, including design, strategy, social marketing and user acquisition.

  The platform is live and has more than 120.000 users from LatAm (mostly Mexico and Argentina)

  Tech involved:
    – Backend built in NodeJS with HapiJS framework (which I can absolutely recommend over ExpressJS)
    – RethinkDB NoSQL, real-time database
    – Frontend built in React with NextJS for SSR and other goodies.
    – Mobile app with React Native and MobX for state management. This is not in production but you an see a preview HERE
    – I'm currently rewriting the whole thing to a Ruby on Rails monolith for a variety of reasons including productivity and easier maintenance.

- 2016 **Founder and Main Developer of Club de Huellas** (https://clubdehuellas.com)

  I founded the site and did all the development of the product, including design, strategy, social marketing and user acquisition.

  Tech involved
    – Ruby on Rails monolith
    – MercadoPago integration

- 2015 **Founder and Main Developer of AlquilerCBA.com** (http://alquilercba.com)

  I founded the site and did all the development of the product, including design, strategy, social marketing and user acquisition.

  I sold the site a year later to a real estate company, the current website has a lot of my

design choices, but also a lot of ugly parts that were added later, like the main filter landing page.

Tech involved
— Ruby on Rails monolith

- 2013-2015 **Lots of projects as a freelancer and toy things for myself**

I don't want to extend this timeline anymore because you will be bored, but before the things above I did a lot of freelance projects and some toy projects for myself. Mostly E-Commerce sites, I used platforms like Magento, WooCommerce and Prestashop.

Some of them that are still like I left them: universemanagement.net (Ruby on Rails with a model management back office), Cotillón El Luminoso (Wordpress), http://gomeriamassio.com.ar (Wordpress)

Technologies, Methodologies, Tools and buzzwords I'm familiar with

— Ruby, JavaScript, Python, PHP, Elixir
— Ruby on Rails, React, React Native, Vue, Laravel, Flask, Django, Drupal, Wordpress, HapiJS, NextJS (SSR React), jQuery, Firebase, MobX, Redux, Stimulus.js, ARKit, lots of CSS frameworks
— PostgreSQL, MySQL, RethinkDB, Mongo, Redis, SQLite
— BDD, TDD, Kanban, SCRUM
 Teamwork Projects, Basecamp, Redmine, Asana, Trello
— Git, Docker, Linux, RESTful API's, OAuth Flows, Rollbar

Some people I follow, read and learn from

— David Heinemeier Hansson (@dhh)
— Jason Fried (@jasonfried)
— 37signals — Signal v. Noise
— Dan Abramov — (Overreacted — A blog by Dan Abramov)
— Gary Vaynerchuk Gary Vaynerchuk (@garyvee) | Twitter

Some of the Courses I did

Between 2012 and 2015 (I honestly don't remember the dates of each one, I will put first the ones that had de most impact)

CS50 by Harvard University

Syllabus - This was CS50

Almost a year of FreeCodeCamp

Learn to Code and Help Nonprofits | freeCodeCamp

Intro to Computer Science - Udacity

Intro to Computer Science | Udacity

Programming Foundations with Python - Udacity

Programming Foundations with Python | Udacity

Intro to Relational Databases - by Google in Udacity

Intro to Relational Databases | Udacity

Full Stack Foundations - by Amazon in Udacity

Full Stack Foundations | Udacity

Object-Oriented Javascript - AT&T in Udacity

Object-Oriented JavaScript | Udacity

Intro to AJAX - AT&T in Udacity

Intro to AJAX | Udacity

Authentication & Authorization: OAuth - by Google in Udacity

Authentication & Authorization: OAuth | Udacity

Almost every course in Code School (now part of Pluralsight) (Ruby on Rails, Javascript, SQL, Git, Best practices and more)

Code School: The Sequel to SQL | Pluralsight

Code School: Rails for Zombies | Pluralsight

Code School: Rails 4 Patterns | Pluralsight

Code School: Mastering GitHub | Pluralsight

Ruby on Rails Essential Training by Kevin Skoglund in Lynda

https://www.lynda.com/Ruby-Rails-tutorials/Rub…

RailsCasts and GoRails

Ruby on Rails Screencasts - RailsCasts

Learn Ruby on Rails with screencasts for Web Developers | GoRails

Ruby and Javascript courses at CodeCademy

https://www.codecademy.com

Design Foundations & Fullstack courses at Treehouse

https://teamtreehouse.com

The Complete Web Developer Course - Build 14 Websites by Rob Percival in Udemy

The Complete Web Developer Course 2.0 | Udemy

After 2015 (I remember the years here but not the exact dates)

Introduction to Marketing by University of British Columbia - 2016

https://www.edx.org/course/introduction-marketing-ubcx-busmktg1x

React for Beginners by Wes Bos - 2016

React For Beginners – The best way to learn React

The Complete React Native and Redux course by Stephen Grider - 2016

The Complete React Native and Redux Course | Udemy

Short high paced courses on React, React Native, MobX, Redux, and HapiJS in Egghead - 2016-2018

Short, instructional screencast video tutorials for web developers on @eggheadio

Laravel 5.5 from Scratch and other screencasts in Laracasts

Laracasts

Fundamentals of Containers, Kubernetes, and OpenShift - by RedHat - 2017

https://www.edx.org/es/course/fundamentals-containers-kubernetes-red-red-hat-do081x

I did a lot more that I don't even remember... and of course I learned a lot from books and everyday article reading.