

José Luis García Orobio

GROWTH ENGINEER · E-COMMERCE ARCHITECT

Mexico (Remote/Hybrid) | Immediate availability

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“I don’t build websites; I build secure, fast sales machines.”

Profile Summary

Growth Engineer with a security-first foundation. I design high-performance storefronts that load in milliseconds, resist common vulnerabilities, and convert better. I combine **CRO**, **headless architectures**, and **Shopify/Next.js** to decouple frontend and backend for maximum speed, SEO, and revenue.

Performance & Security Audit

You Get (Employer)

Business Logic

Hybrid Agility

I Provide (The Stack)

Conversion-first code: every component justifies ROAS/ROI.

I connect Marketing needs with architecture decisions without friction.

Hybrid Identity Stack

Growth Engineer	CRO-driven builds. Stack: Next.js (App Router), Tailwind CSS, Vercel.
E-commerce Architect	Shopify at scale and funnel re-engineering. Stack: Shopify Liquid, Klaviyo, Recharge.
Security-First Dev	Resilient implementations. Stack: Ethical Hacking, Docker, Git.

Professional Experience

Steadfast Security Inc.

TECHNICAL PROJECT LEAD (CONTRACT)

Remote

Project-based

- Delivered the digital identity rollout and a high-performance website with secure architecture.
- Hardened forms and encrypted data handling to protect sensitive leads.
- Documented and deployed with traceable change control.

Ceremonias Barcelona

E-COMMERCE & GROWTH SPECIALIST

Barcelona, ES / Remote

Project-based

- Re-engineered Shopify for CRO and performance across high-volume catalogs.
- Integrated Klaviyo and Recharge for lifecycle flows and subscriptions.
- Optimized Core Web Vitals and speed budgets for mobile-first growth.

Xpertasocial

GROWTH ENGINEER & FOUNDER

Mexico / Remote

Jan 2018 – Present

- Migrated sites to headless architectures (Vercel/Next.js) to improve speed and conversion.
- Designed landing systems with CRO testing and revenue measurement by cohort.
- Automated deployments with Docker for production reproducibility.

Technical Projects & Labs

- Dockerized Commerce Environments:** reproducible Shopify/Next.js setups that remove “works on my machine” friction.
- iOS Dev Environment (iSH/Vim/Git):** mobile hot-fixes for critical campaigns with version control.

Stack & Tooling

Web & CRO	Next.js (App Router), Shopify (Liquid/Klaviyo/Recharge), Webflow, Tailwind CSS.
Infra & DevOps	Docker, Vercel, Git, CI/CD, Bash/Zsh.
Growth	Meta Ads, GA4, A/B Testing, Technical SEO.

Links

- Site:** xperta.social **GitHub:** github.com/lbaddass **LinkedIn:** jlgarciaorobio
- X:** x.com/lbaddassl **Facebook:** facebook.com/lbaddassl **Pinterest:** pinterest.com/lbaddassl