Martin Marquez

SENIOR WEB ENGINEER

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About

A passionate Web Engineer with 15 years of experience in the Web Development Industry.

A solution-builder mind with an entrepreneurial spirit ready to roll up my sleeves and get my hands dirty with code. Excellent problem-solving skills, I always find a solution no matter what. Extremely rapid learner, continuously wowed by the rapid execution and creativity.

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– A key engineer every team must have –

Fast iterative and incremental user feedback results in better products

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Summary

Highly motivated full-stack engineer with a focus on frontend. Passionate about building high-impact and performant user experiences. Independent, able to deliver high quality code that solves for ambiguous user needs with minimal guidance, and with a strong sense of design and user experience.

Expert in JavaScript/ES6, CSS, HTML, and front-end frameworks (React, Storybook, SASS, Webpack/Rollup/Vite, NPM, Node)

Proficient in Typescript, .NET C# and VB.NET, Razor, MS-SQL, MySQL

Experience with SQL Server and Databases, SQL Server Management Studio, IIS Server API, MySQL Workbench, GraphQL Server, Jenkins Server

Experience working with cloud technologies such as MS Azure, AWS, JFrog, Sonarcloud, Jenkins, GitHub Enterprise

Experience working with Payment Gateway Apis such as PayPal, Square, credit cards APIs

Experience working with Adobe Analytics and API, Google Analytics API, GeoTrust API, Kaltura API, Paypal API,

Experience working with CMS's (Content Management Systems) from custom-built to third-party CMS's such as Tridion SDL (.NET-based) and Optimizely (.NET-based), and open-source such as Joomla and Wordpress, etc.

Experience working with other programming languages: PHP, Python, Java , C++, custom/proprietary languages.

Proficient in graphic design. Capable to make perfect HTML cutups.

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Personal projects: Currently manage and maintain my own servers on Parallel Plesk. I build web apps for fun.

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#JavaScript, #ES6, #ECMAScript, #TypeScript, #React, #Storybook, #SASS, #HTML, #CSS, #NPM, #Yarn, #Webpack, #Vite, Rollup#, #Chromatic, #Figma

#NET, #Csharp, #VisualBasic, #MVC, #Asp, #SQL, #MySQL, #GraphQL, #Python, #Groovy, #Java, #PHP

#Jenkins, #Azure, #Docker, #Sonar, #JFrog, #Artifactory, #Datadog, #Git, #Browserstack, #Selenium, #Jira, #AWS, #MSServer, #IIS

#AdobeAnalytics, #Kaltura, #Optimizely, #SDL, #Tridion

#Git, #GitHub, #PullRequestsReviews, #PullRequestsApprovals

Experience

Allspring Global Investments | Senior Software Engineer   2022 – 2025

- Led the frontend development for the company's external and internal sites managed in .NET Optimizely CMS with a frontend in JavaScript/ES6 and React
- Backend:
  - .NET Core programming in C# and Razor for sites hosted and managed in Optimizely CMS
  - Contributed highly to the transition from SDL Tridion CMS to Optimizely CMS which entailed creating components, pages, and templates all from scratch, configurations, debugging
  - SQL programming. Wrote queries to create/update databases and tables. Proficient in SQL Management Studio
  - GraphQL programming. Created GraphQL database, wrote and tested queries in the interactive GraphiQL interface. Once queries were tested in the interface, the queries were passed on to React for consumption on the frontend
  - PowerShell scripting. Wrote scripts for Optimizely deployments
- Frontend:
  - Extensive programming in JavaScript/ES6 and React, Storybook, HTML, CSS (SASS)
  - Designed and implemented a new frontend solution that suited best for the new CMS
    - Re-implemented a big part of the frontend. I introduced React Storybook which let us create and test frontend components independently from the backend, which resulted in greater and faster web development workflow, and helped with accessibility testing
    - Switched from Rollup to latest Webpack and introduced Vite for code bundling
    - Graphic-designed and implemented web pages for A/B testing and lead generation
    - Extensive debugging and testing using Developer Tools, Selenium, and Browserstack
    - With IE out of the picture now, I introduced new CSS that makes web responsiveness and development much faster
    - Introduced CSS BEM methodology which helps produce more maintainable and readable Cascading Style Sheets
- CI/CD
  - Created the company's first pipelines in Azure
    - Setup the company's Azure DevOps account
    - Setup pipelines on Azure DevOps interface
    - Linked GitHub
  - Created the company's first GitHub Actions
    - Wrote all YAMLs
    - Setup SonarCloud dynamic scanning on Pull Requests
    - Setup DataDog dynamic scanning on Pull Requests
    - Setup JFrog Xray dynamic scanning on Pull Requests
    - Linked Jira // Automated Jira tickets based on branch and PR status
  - Created the company's first Jenkins pipelines, and decommissioned Azure pipelines
    - Wrote entire declarative pipelines using Groovy's syntax for single and multiple branches
    - Did all the integration of Artifactory with JFrog, scanning with SonarCloud and Xray
    - Customized pipeline to deploy conditionally to Optimizely Azure cloud
    - PowerShell and Python scripting called within Jenkins for file and folder processing
    - Introduced and created Git Hooks for seamless commits and faster workflow

- Other
  - Familiar with Microsoft Azure portal and DevOps
  - Exposed to AWS services such as Amazon S3, Amazon RDS, Amazon EC2, AWS Lambda
  - Docker programming. Created prototypes in Docker containers (e.g. Jenkins server, GraphQL server, Selenium server) that later were moved to the cloud for the company's usage
  - Worked with Web Analytics APIs. Moved Google Analytics to Adobe Analytics
  - Worked with GeoTrust API
  - Worked with Kaltura API and interface to create playlists and integrate analytics and dynamic features onto embedded videos
  - Testing in Postman for sites' vulnerabilities and debugging

Wells Fargo | Senior Software Engineer   2018 – 2022

- Maintained Wells Fargo Asset Management SDL Tridion sites, and built web solutions that improved user experience and team workflows
- Backend:
  - Extensive .NET programming in C# and Razor for sites hosted in SDL Tridion CMS
  - SDL Tridion development:
  - Template Building Blocks: Blueprint, Schemas, Component Templates, Page Templates, Presentations, custom solutions such as Custom Resolvers, debugging and testing
  - CMS customization and automation for content editors
  - Implemented headless solution (exposed CMS data as JSON for the frontend)
  - SQL and MySQL programming. Created and modified databases, created backups, exported data
- Frontend:
  - Extensive programming in React Typescript, HTML, CSS (SASS), and vanilla JavaScript/ES6
  - Re-wrote entire backend implementation into frontend Typescript // Original solution was coded in a custom-made programming language named RSTL
  - Hooked up the frontend to the CMS headless backend using React Habitat
  - Designed and implemented landing pages from scratch
  - Created frontend solutions and tools for my team and other teams (e.g. file zipping and bulk rename for content authors, PDF generation, browser extension for repetitive tasks, and more)
- Worked closely with stakeholders and content authors for assessment of project requirements and scope following Agile methodologies
- Highly involved in Web Security remediation, stability, and performance. As well as making sure that our sites follow best practices and conform with Web Content Accessibility Guidelines
- SEO and optimization

Wells Fargo | Software Engineer   2014 – 2018

- Extensive frontend programming in vanilla JavaScript/ES6, jQuery, CSS, HTML5, libraries and frameworks
  - Led the development of Risk-Revision-Mobile Web App which was a PWA (Progressive Web App) targeted for mobile devices. This PWA had the look and feel and behave d like a native web-based mobile app that worked even offline (no internet connection). Built in pure advanced Object Oriented JavaScript/ES6. Tech features: Service Workers, manifests, cache invalidation, push API and notifications API, add-to-home screen, splash screening
  - Extensive cross-browser compatibility, testing, and remediation
- Backend programming in Java, JSP, and Asp.Net

- Led the development of legacy-sites decommissioning. I did vast debugging and refactoring, built new codebase .Net with focus on frontend, upgraded sites to modern technologies, migrated sites to newly adopted CMS (SDL Tridion)
- Contributed largely to the digital transformation phase of the company from the design and technical perspective
- Created web tools for my team and others that helped them with their workflows and productivity
- Worked closely with marketing and project managers gathering specifications for web and email campaigns, landing pages, A/B testing, and key pages that showcase new fund product and features
- Built a vast number of POCs and functional prototypes in an agile iterative fashion
- Wide range of debugging and testing using Developer Tools
- Built tests in Selenium
- Ran performance testing and improvement
- ADA Accessibility testing and remediation. Used developer tools, screen readers, and specialized software

Webect | Owner | Full-stack Web Developer & Designer   2002 – 2014

- Built web sites for small businesses in the Bay Area
- SEO optimization
- Graphic design
- Web analytics
- Managed sub-contractors
- Extensive test and debugging, and cross-browser compatibility assurance
- Contract work for the clients below (Infinata, NewRetirement, SECVentures, Kidlandia)

Infinata | Frontend Developer   2014

- Extensive programming in JavaScript, CSS, HTML, and JS libraries
- Lead web design and user experience optimization
- Created custom JavaScript apps to solve some of their repetitive tasks
- Worked closely with Designers that resulted in perfect HTML cutups
- Extensive test and debugging, and cross-browser compatibility assurance using developer tools and Browserstack
- Maintained sites managed in WordPress and Joomla in PHP

NewRetirement | Full-stack Web Developer   2011 – 2014

- Developed from scratch a variety of client-side web apps in ASP.NET C#
- Re-implemented their main stie's frontend (HTML/CSS/jQuery) for a redesign
- Contributed tactically to the company's web campaigns
- Implemented A/B testing strategies
- Created reusable tools to their codebase
- Introduced the concept of and implemented SPA (single page apps) pages which had a great positive impact on performance and user experience
- Self-voluntarily designed and implemented some of their landing pages that responded positively in lead generation
- Implemented new web services SOAP and RESTful for dynamic script consumption on the frontend and Ajax.Net (back then)
- Introduced the concept of Object Oriented JavaScript programming which helped improved their spaghetti frontend code
- Extensive test and debugging, and cross-browser compatibility assurance

SECVentures | Full-stack Web Developer   2012

- Developed Web Services and APIs (SOAP, RESTful) from the ground up
- Created and designed the Database in MS-SQL
- Created MVC.NET (C# and Razor) web apps
- Designed and implemented the entire core structure and logic of their web apps
- Created frontend user interfaces from scratch

Kidlandia | Full-stack Web Developer   2011

- ASP.NET C# Development
- Ajax.NET, JavaScript, HTML & CSS
- Contributed significantly to their web apps
- Extensive debugging and testing
- Created tools that facilitated programming for the team
- Optimized their dynamic image generator app built in C#
- SEO Optimization which led to the company's financial gains
- Extensive test and debugging, and cross-browser compatibility assurance

Xillent | Backend & Frontend Developer   2009 – 2012

- Core backend programming in .NET (VB & C#) and Frontend development
- Built custom CMS (Content Management System) from scratch in ASP VB.NET
- Configured and maintained web servers (MS Server 2005) and MS-SQL databases (Created tables, Views, Stored Procedures, Caching, backups)
- Extensive graphic design (HTML cutups, logos, icons, backgrounds, layouts)
- Contributed greatly to the startup FitSoft where I learned domain registration APIs, IIS API, and PowerShell scripting in order for the site to create websites on the fly including domain name registrations
- Payment Gateway integrations with recurring billing system ith PayPal API and Authorize.net API
- Developed and maintained sites built in PHP // WordPress, Joomla, Drupal
- Extensive test and debugging, and cross-browser compatibility assurance

Alliance Computer Services | Co-Owner   2009 – 2010

- Web Developer and computer technician
- Computer Shop & Repair + Web Development services in San Francisco downtown
- A business founded by college friends

Freelance | Web Developer & Designer   2002 – 2009

- Freelance web development services in San Francisco Bay Area
- Started as a hobby as a teenager that later became my profession
- Participated in hackathons
- Part of startups in San Francisco Bay Area

Education

San Francisco State University, BS Computer Science 2012

City College of San Francisco, AS Computer Science 2008

Self-taught, Web Development 2004 – 2006