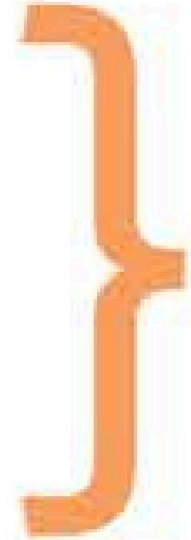# { Mauricio García de Ceca García }

Full-Stack Developer & Tech Lead 🇻🇪 🇲🇽 🇪🇸

https://maw.dev • hola@maw.dev • (+52) 1 55 3475 7512

About Me (1987-2026)

Product-minded engineering leader with 15+ years of experience building and scaling web applications. Proven track record of taking products from zero to 170k+ users, combining technical expertise with product vision. Passionate about creating high-performance, user-centric solutions using modern technologies like Next.js, React, and serverless architectures.

Work Experience (2007-2026)

Sep 2023 - Presente • JALO (jalo.live) • CTO / CPO / Tech Lead

Arquitecté y construí en solitario una plataforma SaaS de recompensas gamificadas desde cero. Escalé la plataforma a 170k usuarios, logrando un crecimiento de 400% en 3 meses. Implementé pipeline completo de CI/CD con GitHub Actions y migraciones de base de datos con Supabase. Optimicé para alto rendimiento y bajos costos operativos. Clientes empresariales incluyen Bimbo, Marinela, Hisense, Volkswagen, Planet Fitness, Nutrisa y Sushiito.

2022 - 2023 • GIG (gig.io) • Tech Lead

Led the implementation of an NFT marketplace for Latin American creators, pioneering Web3 development in a market with minimal blockchain adoption. Implemented and customized the Liteflow white-label platform for the Mexican market. Delivered end-to-end integration of blockchain features with a modern frontend stack.

2012 - 2022 • FREELANCE WEB DEVELOPER & DESIGNER (maw.dev) • Director, Developer, Designer

Delivered around 100+ web projects for local and small businesses over 10 years. Provided full-stack development services including WordPress sites, custom websites, e-commerce solutions, and web applications. Built projects in React, WordPress, static sites, and Web3/Blockchain technologies. Offered end-to-end client support from design and development to operations and third-party integrations.

2015 - 2020 • TICKETMASTER (ticketmaster.com.mx) • Webmaster → Online & New Products Manager

As manager (2018-2020), I drove 15% YOY online sales growth during tenure. Led two teams: Online Operations (5 people) and Development (3 people). Improved loading speeds and interaction metrics for key products including Jueves2x1 and Mensualidades. Supervised legacy system upgrades in collaboration with international Ticketmaster teams. Developed and launched a customer rewards program. Built impactful internal tools for Customer Service and Operations teams.
As webmaster (2015-2018), I developed and implemented internal tools to streamline operations. Built third-party microsites for major partnerships (Pepsico, Samsung, Citibanamex, AT&T, Acer). Configured and managed internal tools for the main website and ticketing platform. Monitored website and systems to guarantee uptime during high-traffic onsales and events. Performed comprehensive QA across all digital properties.

2014 - 2015 • DLB GROUP WORLDWIDE • Project Lead / Web Developer

Coordinated and developed large-scale international web development projects. Managed resource allocation and optimization across multiple teams. Implemented best practices and introduced new technologies to improve development workflows.

2012 - 2013 • EMPRESAS TD / TuDescuenton • Web Developer

Developed WordPress-based web solutions for clients at TD Media. Managed digital presence and social media initiatives. Built and integrated core sales system functionality for TuDescuenton.com e-commerce platform.

2011 - 2013 • ENIGMA ESTUDIOS CREATIVOS • Web Developer

Developed WordPress and Joomla-based solutions for clients. Provided technical guidance on new platform implementations and technology adoption.

Education (1994-2019)

2018-2019 | Diploma | Management Skills certification - IDESAA | Mexico

2007-2012 | University | Computer Science degree - Universidad Nueva Esparta | Venezuela

1994-2005 | High School | Bachelor degree - Unidad Educativa Colegio Claret | Venezuela

Other Studies:
- ITIL Fundamentals @ Ticketmaster Mexico, Mexico City (2019)
- Multichannel Digital Marketing Course @ IAB Mexico, Mexico City (2019)
- Advanced Linux Administration (LPI) course @ ISEIT, Caracas (2007)
- Japanese language @ NIHONGO BUNKA GAKKO / Venezuelan-Japanese consulate (2003 - 2007)

Languages

Language	Level
Spanish	●●●●●
English	●●●●●
Japanese	●●●○○
HTML/CSS	●●●●●
PHP	●●●●○
Javascript	●●●●◐

Skills / Hobbies

Frontend
- HTML + CSS (Vanilla, Bootstrap, Tailwind, Chakra UI)
- JavaScript/TypeScript (Vanilla, jQuery, React/Redux, Next.js, Vite, Firebase, Google Apps Script)
- GraphQL + Apollo Client, Supabase

Backend
- PHP, .NET (C# & VB), Javascript (Node, Bun, Next.js)
- C, C++, Java, Python, VB

Databases
- MySQL, PostgreSQL, SQL Server, Firebase, MongoDB, Supabase, Convex

Infrastructure & Hosting
- Vercel, AWS+S3, Apache, IIS, Node+NPM

Observability & Security
- Posthog, Bugsnag, Google Analytics, Arcjet

Version Control & CI/CD
- Git, GitHub, GitHub Actions

Web3 / Blockchain
- Ethers.js, web3-react, Moralis

CMS
- WordPress, Sanity, Joomla!

Design
- UI + UX Design, Figma, Photoshop, Illustrator, GIMP, Blender

Other
- Integrated AI orchestration and agentic workflows
- Third-party API integrations
- Basic DataScience with Python (WebCrawlers, TensorFlow)

Hobbies
- Music Production (Ableton Live, Reason, I also play some drums)
- Creative Coding. Procedural Animation with Processing, P5.js, Three.js and TouchDesigner
- Photography and image editing. New technologies and science research
- Bitcoin, Blockchain, Cryptocurrencies, NFTs