

Alex Abaroa

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[Portfolio](#)

Chula Vista, California

Software Engineer with 10 years of experience with expertise in front-end development.

Professional Experience

Frontend Engineer, Upsun (Formerly Platform.sh) - Remote, Jun 2021 – Present

- Architected a Headless CMS solution (Gatsby/Strapi) to replace a legacy system, empowering non-technical teams for independent site updates and implemented i18n support.
- Engineered a scalable Design System built with React and emotion-css, including theming support and utilizing Storybook for component documentation and cross-team alignment.
- Spearheaded performance & compliance: Conducted monthly accessibility (WCAG), GDPR, and performance audits to ensure a high-quality user experience.
- Led the cross-brand technical migration from Platform.sh to Upsun; managed content porting, redirect strategies, and SEO preservation to maintain brand equity and traffic during the transition.

UX Engineer II, Thermofisher Scientific - Tijuana, Mexico, May 2018 – May 2021

- Established foundational Design System architecture, delivering a unified CSS library used by vanilla JS and React component libraries to standardize UI development.
- Automated design-to-code workflows by developing a design tokens pipeline on Jenkins (using Node and Abstract's SDK), significantly reducing manual styling handoffs.
- Developed and deployed micro services using Java, Docker, and AWS.

Software Engineer, Samsung Electronics - Tijuana, Mexico, Oct 2015 – Apr 2018

- Spearheaded the frontend development of data-intensive analytics dashboards and custom content management systems for digital signage solutions using AngularJS and vanilla JS.
- Played a key role in iOS development for the applications Samsung Frame TV and SmartThings.

Linux Engineer, Sonatafy Technology - Tijuana, Mexico, Sep 2014 - May 2015

Skills

Frontend Architecture & UI: React, Next.js, Gatsby, TypeScript, JavaScript (ES6+), Storybook, Tailwind CSS, Emotion-CSS, styled-components, GSAP, LottieFiles, Internationalization (i18n)

Design Engineering: Design Systems, Figma, Accessibility (WCAG), Web Vitals, Lighthouse.

Backend & Data: Node.js, GraphQL, Strapi (Headless CMS), Express, Java, Python, Swift.

Infrastructure & Tools: AWS, Docker, Jenkins, CI/CD (GitHub Actions, GitLab), Webpack, Babel

Testing & Compliance: Playwright, Visual Regression Testing, GDPR, TrustArc, OneTrust.

Education

M.A. in Graphic Design - Universidad Iberoamericana, Tijuana, México, 2020

B.S. in Computer Engineering - Universidad Autónoma De Baja California, Tijuana, México, 2014