

# Rodrigo Escobar Lopez

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*Web developer specialized in modern technologies like React, Vue.js, and Node.js. With over 5 years of experience in web and mobile application development, focusing on intuitive interface design, reusable component creation, and performance optimization. Skilled in architecture decision-making, team collaboration, and agile methodologies.*

## PROFESSIONAL EXPERIENCE

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### Banco W

Senior Frontend Developer

**Cali, Colombia**

Sep 2023 - Present

- Developed a library of reusable visual components for React.js using Storybook and TailwindCSS, ensuring functionality with unit tests.
- Participated in building the architecture for both frontend and backend applications.
- Led the integration of Truora, handling code development, architecture design, database structuring, and integration with the CDT Digital application.
- Improved the SEO of the CDT Digital application for better search engine positioning.
- Implemented the initial integration of Google Analytics 4 (GA4) and other analytics tools to understand user interaction, optimizing the conversion funnel.

### La Haus

Frontend Developer

**Medellín, Colombia**

Nov 2021 - Aug 2023

- *Redesigned the reservation flow to simplify the booking process for users, enhancing usability and technical performance.*
- *Created initial webcomponents for the checkout team, decentralizing technology components and decoupling functionalities into webcomponents reusable across any webpage.*
- *Implemented an automated process for fiducia user enrollment, reducing the processing time from 25 days to 8 days, achieving a 68% reduction.*

### RedValley

Frontend Developer

**Medellín, Colombia**

May 2021 - Oct 2021

### Harper Latam

Frontend Developer

**Medellín, Colombia**

Nov 2020 - May 2021

### Corporación Talentum

Frontend Developer

**Medellín, Colombia**

Jan 2020 - Nov 2020

## EDUCATION

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### Universidad de los Andes

Master's in Software Engineerin

**Bogotá, Colombia**

Dec 2024

## TECHNICAL SKILLS

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- **Languages:** : JavaScript, TypeScript, HTML, CSS, SQL, Java, GIT
- **Frameworks:** React, Vue.js, Nuxt.js, Next.js, Tailwind CSS, SASS
- **Backend:** Node.js, Express.js, Docker
- **Methodologies:** Ágiles (Scrum), Trabajo en equipo, GitHub Actions