

# Paulo Guerra F.

## Front-End Engineer

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Current Location  
Quito, Ecuador

Github  
[@offbeat-dev](https://github.com/offbeat-dev)

Linkedin  
[in/pauloguerraf/](https://www.linkedin.com/in/pauloguerraf/)

Twitter  
[@paulo\\_guerra\\_f](https://twitter.com/paulo_guerra_f)

Languages

Spanish

Native

English

Professional working

Portuguese

Professional working

React JS	Vue JS
TypeScript	Nuxt JS
HTML CSS JS	Git Storybook APIs
GSAP Framer Motion	Webflow
Leadership	Problem-Solving
Creative Thinking	Teamwork

## Experience

- Jan 2023 – Present 📍 Quito, EC  
Lead Front-End Engineer  
**Verndale**  
[www.verndale.com](http://www.verndale.com)
  - AI-Driven Product hackathon winner – architected and developed the Frontend of an AI powered landing page generator using NextJS, GrapesJS, Contentful & Sitecore.
  - Architected and developed an animation framework using web components which has helped reduce the time to implement common and reusable animations by 60%.
  - Migrated the in-house frontend toolkit to Vite, helping reduce build and hot reload times by at least 40%.
  - I translated functional and technical requirements into successful project deliveries for both mid-sized and Fortune 500 companies. This contributed to our team achieving a \$7 million sales target and attracting a minimum of five new clients to the company.
  - I implemented a set of React components within a large-scale web application, integrated with IBM's Carbon Design System, resulting in a 30% reduction in implementation time.
- Aug 2021 – Dec 2022 📍 Quito, EC  
Senior Front-End Engineer  
**Verndale**  
[www.verndale.com](http://www.verndale.com)
  - I conceived and crafted captivating, creative, and interactive web animations for projects that received an honorable mention from Awwwards (<https://bit.ly/3OvnJqS>) and the CSS Site of the Day recognition (<https://bit.ly/43u8MLG>).
- Apr 2021 – Nov 2021 📍 Karlsruhe, DE  
Creative Front-End Developer  
**Dorfjungs**  
[www.dorfjungs.com](http://www.dorfjungs.com)
  - I taught courses in Interactivity, Physical Computing, Web Technologies, and Video Game Development, leading to a 50% increase in graduate studies in Interactivity. I also mentored projects benefiting over 300 children in underserved Ecuadorian communities, earning national recognition for innovation and community service.
- Aug 2014 – Aug 2021 📍 Quito, EC  
Assistant Professor  
**Universidad de las Américas**  
[www.udla.edu.ec](http://www.udla.edu.ec)
  - Reviewed visual designs, functional specs, and selected the tech stack used in 50+ projects.
  - Delivered 40+ interactive and immersive applications for museums and exhibits, as well as 80+ applications and websites for corporations and non-governmental organizations
- Sep 2013 – Aug 2014 📍 Chicago, US  
Developer / Researcher  
**Learning Technologies Laboratory**  
**University of Illinois at Chicago**  
[www.evl.uic.edu](http://www.evl.uic.edu)
  - Re-designed and implemented a location based tracking system using Bluetooth Beacon (Estimote® and Gimbal®) technology.
  - Developed and implemented a Microduino®-based system to remotely control LED lights for an classroom-oriented representation of gerbils' foraging behavior data.
  - Developed a physical interface for natural phenomena visualization using Arduino-based tangible robots guided by a Java controlled graphics display and C++ fiducial tracker

## Latest projects

### Storybook MSW Addon

An MSW addon including a control panel that enables interaction and manipulation of mock requests within Storybook.

<https://github.com/mswjs/msw-storybook-addon/commits/feat/addon-panel>

### Frontend Toolkit

Migrated a codebase from Webpack to Vite+Storybook 7. Developed a series of vite/rollup plugins to facilitate the transition.

\*internal tooling

### Animation Framework

Built a versatile collection of web components designed to simplify the integration of specific animations into web projects. Uses Lit and the Web Animations API.

\*internal tooling

## Education

University of Illinois at Chicago  
**MSc in Computer Science**  
Fulbright Scholarship  
May 2013

Universidad San Francisco de Quito  
**BSc in Electronics Engineering**  
June 2008

University of Illinois at Urbana  
**Electronics Engineering**  
Exchange program  
May 2004 – May 2005

## Publications

### Back to the future: embodied classroom simulations of animal foraging

Proceedings of the 8th International Conference on Tangible, Embedded and Embodied Interaction. 2014.  
Alessandro Gnoli, Anthony Perritano, Paulo Guerra, Brenda Lopez, Joel Brown, and Tom Moher.

<https://dl.acm.org/doi/10.1145/2540930.2540972>

### RemoteBunnies: Multi-Agent Data Mapping Between Physical Environments

Proceedings of the 8th International Conference on Tangible, Embedded and Embodied Interaction. 2013.  
Paulo Guerra

<https://dl.acm.org/doi/10.1145/2460625.2460687>