

Resumen Rafael Arraez [Software Engineer]

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Experience

Freelance / WordPress Developer

February 2023 – Present | Remote

- Developed online stores with WooCommerce, configuring payment gateways, shipping methods, and custom discount logic.
- Created high-converting landing pages using visual builders such as Elementor, WPBakery, and custom blocks.
- Built custom plugins to extend specific functionalities or integrate third-party services.
- Customized and edited child themes to adapt design and behavior to client branding and requirements.
- Optimized performance and mobile experience, ensuring cross-browser compatibility and fast load times.
- Designed conversion-oriented landing pages with Elementor and custom blocks, optimized for SEO, speed, and mobile-first design.

Magellan / Senior Software Engineer

February 2024 - February 2025 | USA, Remote

- Designed and implemented robust integrations between HubSpot, Salesforce, and SalesLoft, syncing millions of contacts in real time with the central marketing platform.
- Refactored and optimized complex PostgreSQL queries, improving response times by 15% for active user reports and dashboards.
- Developed scalable modules in Django to generate personalized marketing emails using OpenAI, increasing conversion rates by 25%.
- Led architecture reviews and contributed to the adoption of CI/CD best practices using GitHub Actions and Docker, reducing deployment errors by 40%.

WiTi / Senior Software Engineer

November 2022 - February 2024 | Chile, Remote

- Designed and implemented a multi-store order management system using NestJS and AWS (S3, SQS, SNS, RDS), handling over 1M monthly transactions.
- Migrated critical backend components to a serverless architecture with AWS (Lambda, API Gateway, DynamoDB), improving scalability and reducing operational costs by 30%.
- Implemented unit and integration testing with Jest across backend and frontend (Next.js), increasing code coverage to 85%.
- Collaborated on the integration of authentication and role-based authorization flows, enhancing admin user security and traceability.

Raxo Creative / FullStack Developer

February 2021 - November 2022 | USA, Remote

- Built REST APIs with Laravel and NestJS for real estate platforms and viral content blogs, optimized for SEO and fast loading.
- Led the development of a social impact network using Next.js and NestJS, integrating real-time notifications and admin role control.
- Implemented JWT-based authentication and custom middleware to manage dynamic user permissions.
- Designed highly reusable and well-documented backend solutions, enabling seamless integration with mobile apps via Swagger.

AKB Fintech / FullStack Developer*January 2020 - February 2021 | USA, Remote*

- Developed an omnichannel technical support system using Laravel, Vue.js, and PostgreSQL, enabling automated ticket assignment based on priority.
- Implemented a mass messaging system for SMS and email with queue logic and delivery metrics, improving delivery rate by 35%.
- Refactored database structures and optimized indexes and relationships in PostgreSQL, reducing load times by over 30%.

Impulsa Creativos / FullStack Developer*July 2018 - December 2019 | Valencia, Venezuela*

- Developed dynamic landing pages using Vue.js and SCSS, enhancing user interaction and conversion in digital campaigns.
- Built REST APIs in Laravel for product catalogs, integrated with custom CMSs for B2B and B2C e-commerce.
- Participated in discovery sessions with clients to map technical requirements and define functional MVPs.

Education

Universidad José Antonio Páez*Bachelor's Degree in Computer Engineering***Venezuela****July 2019****Skills**

NestJS, Node.js, Next.js, React, TypeScript, JavaScript, PHP, Laravel, Python, Django, SQL, PostgreSQL, DynamoDB, MongoDB, Redis, Docker, AWS, CI/CD, New Relic, Unit Testing.