



GERSON ORTIZ

SENIOR FRONTEND DEVELOPER

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 Puebla, Mexico (Open to Remote)

SUMMARY

Senior Frontend Developer with 9 years of experience specializing in React ecosystem and modern JavaScript frameworks. Architected scalable React applications using Next.js 14/TypeScript, engineered reusable component systems, and led cross-functional development teams. Proven expertise in performance optimization, state management, and API integration with demonstrated success mentoring developers and establishing coding standards. Passionate about creating exceptional user experiences through clean, maintainable code and collaborative development practices.

RELEVANT LINKS

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

 github.com/gerOrtiz

EDUCATION

Bachelor of Engineering in Computer Systems

Universidad Madero
2008 - 2013

Next.js 14 & React - The Complete Guide

Udemy
2023

SKILLS

Programming Languages: JavaScript (ES6+), TypeScript, HTML5, CSS3

Frontend Frameworks: React.js, Next.js 14, Redux, Context API, Material UI, Tailwind CSS

Backend & Database: Node.js, Express, MongoDB, Mongoose, RESTful APIs

Development Tools: Git, GitHub Actions, CI/CD, npm, Jest, React Testing Library

Design & UI: Responsive Design, Mobile-First Design, Flexbox, CSS Grid, SASS/SCSS, Figma

Testing & Quality: Jest, React Testing Library, ESLint, Cross-Browser Compatibility, Unit Testing.

Accessibility: Web Accessibility (WCAG), Chrome DevTools

Legacy Technologies: AngularJS, jQuery, Bootstrap.

LANGUAGES

- English (Professional)
- Spanish (Native)

WORK EXPERIENCE

Senior Frontend Developer

T1 Pages · February 2023 – May 2025

- Architected React application from scratch using Next.js 14/TypeScript with hybrid SSR/CSR architecture, supporting both marketing pages and interactive dashboards for optimal performance across all use cases.
- Engineered comprehensive component library with 15+ reusable React components using Material UI, reducing development time by 40% and standardizing UI patterns across customer-facing and internal applications.
- Implemented Redux state management with real-time WebSocket notifications using Context API, delivering instant updates that improved user engagement and reduced data loading times by 40%.
- Optimized API performance by implementing Promise.all for 9 concurrent data requests and designed custom hybrid input/select components, reducing response times and meeting complex UX requirements.
- Applied advanced code splitting and lazy loading strategies, improving page load times from 4.2s to 2.1s based on Lighthouse metrics while maintaining rich functionality.
- Led frontend technical decisions in cross-functional collaboration with backend developers, defining API specifications and data structures that ensured seamless frontend-backend integration.
- Implemented React performance patterns (useMemo, useCallback, React.memo) to eliminate unnecessary re-renders in data-heavy dashboard components, significantly improving application responsiveness.
- Contributed to ERP system enhancements using Figma designs, implementing mobile-first interfaces that improved user experience across tablet and mobile devices.

Senior Web Engineer

Monadic Industrial Solutions · June 2016 - February 2023

- Architected critical e-commerce modules from database design to user interface using AngularJS, Node.js, Express, and MongoDB, reducing development cycles by 35% through streamlined full-stack approach.
- Engineered sophisticated discount and coupon systems with conditional logic supporting percentage and fixed-amount calculations, increasing sales conversion by 20% across e-commerce and POS platforms.
- Developed automated payment link system with QR code integration that streamlined customer checkout workflows, reducing cart abandonment by 25% and supporting both in-store and remote payments.
- Built comprehensive responsive frontend interfaces with AngularJS ensuring cross-browser compatibility, while managing backend services for seamless end-to-end functionality.
- Evolved from frontend specialist to full-stack developer, gaining proficiency in backend technologies to deliver complete web solutions independently.
- Mentored team of 5 developers through structured code reviews, establishing development workflows and best practices that improved team productivity and code maintainability.
- Established coding standards through peer code reviews and mentored junior developers, reducing bug reports from QA by 30% while maintaining development velocity and improving team code quality.