

# GERSON ORTIZ

## Senior Frontend Developer

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### SUMMARY

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Senior Frontend Developer with 9 years of experience specializing in React, Next.js 14, and TypeScript. Architected scalable component systems, engineered real-time features, and optimized performance across complex data-heavy applications. Track record of mentoring developers and delivering measurable business outcomes.

### SKILLS

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**Frontend** React.js, Next.js 14, TypeScript, JavaScript (ES6+), Tailwind CSS, Material UI, Redux, Context API, Chart.js, React Hook Form, TanStack Query, SASS/SCSS

**Backend & DB** Node.js, Express, MongoDB, RESTful APIs

**Testing** Jest, React Testing Library, ESLint

**Tooling** Git, GitHub Actions, CI/CD, Figma, Claude (AI), GitHub Copilot

**Practices** Responsive / Mobile-First Design, Web Accessibility (WCAG), SSR/CSR Architecture, Performance Optimization

### EXPERIENCE

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#### Senior Frontend Developer · T1 Pages

Feb 2023 – May 2025

- Engineered 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.
- Applied code splitting, lazy loading, and Promise.all for 9 concurrent API requests, improving page load from 4.2s to 2.1s and significantly reducing response times on data-heavy dashboards.
- Implemented real-time WebSocket notification system using Context API, delivering instant updates across multiple ERP modules and improving user engagement.
- Built dynamic Chart.js data visualizations, line and pie charts, for a real-time landing page dashboard, giving users an accessible summary of complex report data.
- Led code reviews and mentored 5 developers, establishing coding standards that reduced QA bug reports by 30% while maintaining sprint velocity.

#### Senior Web Engineer · Monadic Industrial Solutions

Jun 2016 – Feb 2023

- Architected e-commerce modules end-to-end using AngularJS, Node.js, Express, and MongoDB, covering product catalog, shopping cart, and checkout workflows, reducing development cycles by 35%.
- Engineered discount and coupon system with conditional logic for 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, reducing cart abandonment by 25% and supporting both in-store and remote payment processing.
- Mentored 5 developers through structured code reviews, establishing standards for AngularJS and Node.js that improved team productivity and reduced QA bug reports by 30%.

### EDUCATION

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**Bachelor of Engineering in Computer Systems** · Universidad Madero

2008 – 2013

**Next.js 14 & React – The Complete Guide** · Udemy

2023

### LANGUAGES

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**English** — Professional proficiency | **Spanish** — Native