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Alan Ortiz - Frontend Developer

Senior Frontend Engineer specializing in scalable web applications built with Vue.js, React, and TypeScript. I like turning complex ideas into clean, reliable, and maintainable products. Most of my work has been around creating solid user experiences, improving performance and accessibility, and building reusable components that hold up well in production. My background includes e-commerce, fintech, and high-traffic digital products, where I've worked with remote international teams across the full development cycle, including frontend implementation, integrations, and test automation for critical flows.

SKILLS

React

Vue.js

TypeScript

Tailwind CSS

Node.js

Express.js

Playwright

Git

PHP

WORK EXPERIENCE

Fullstack Developer

IT Globers

Colombia, Spain

02/2023 – 06/2025

- Delivered VTEX IO Store Framework features with React and TypeScript by building custom components and wiring them to theme blocks and interfaces, integrating REST and GraphQL, and improving UX with Tailwind CSS for customer-facing releases.
- Implemented Playwright E2E UI tests to protect critical user flows such as login, checkout, and order management.
- Supported internal teams by triaging production issues, documenting recurring problems, and shipping targeted fixes to improve release stability.
- Maintained technical documentation for components, integrations, and testing guidelines to support internal teams and smoother delivery.

Frontend Developer

Grupo Salinas

Mexico City, Mexico

08/2022 – 02/2023

- Developed high-traffic interfaces for www.elektra.com using Vue.js, JavaScript, and Tailwind, connecting backend services through REST APIs.
- Delivered significant improvements in accessibility, load times, and mobile responsiveness, focusing on user experience.
- Translated Figma designs into accessible, responsive Vue.js UI and coordinated backend integrations via REST.
- Built and maintained Vue.js modules and reusable components in a component-based setup, keeping UX consistency across features.

Fullstack Developer

Layer 7

Mexico City, Mexico

05/2021 – 04/2022

- Developed mass-contact applications with PHP , Laravel and Symfony, building scalable microservices to manage campaign queues and route over 400M calls per month.
- Designed and optimized complex SQL queries for large-scale data processing, visualizing results in dynamic dashboards and collections KPIs with Blade and Bootstrap.
- Integrated RESTful services and reinforced security through encryption and robust authentication.
- Implemented automated tests with PHPUnit to ensure software quality and maintainability in critical environments.

Fullstack Developer

Blumonpay

Mexico City, Mexico

10/2018 – 02/2021

- Developed web applications for POS systems and banking dashboards with performance and security in mind.
- Built and maintained Java-based web services and continuously improved system performance.
- Created solutions for real-time data visualization and analysis to support decision-making and enhance user experience.
- Automated functional tests using Selenium in Java environments, validating forms and dashboards.
- Built internal dashboards with Vue.js and JavaScript, integrating REST services and focusing on performance and clean UX for day-to-day operations.

LANGUAGES

Spanish

Native 

English

Fluent 

German

Basic 

EDUCATION

Bachelor's Degree - Software Engineering

Universidad Politécnica del Valle de México

Mexico, Mexico

09/2014 – 08/2018

Core training in software development, algorithms, databases, networking, cybersecurity, operating systems, software architecture, requirements analysis, and agile methodologies.

Postgraduate Certificate - Expert in Digital Transformation

SMEs (CEF)

Valencia, Spain

06/2025 – 10/2025

Concentration on process improvement, customer experience, Industry 4.0 enablers, and change management. The final project produced a practical transformation plan complete with KPIs and an implementation roadmap.