

MARIO

Lead Front-End Architect

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SKILLS

Frontend

React.js, JavaScript (ES6+), HTML5, CSS3, Next.js, Tailwind CSS

Backend & Architecture

Node.js, Python, PHP, SQL, Prisma, pnpm, Caddy

CMS & E-commerce

WordPress (Custom Plugins & Themes), WooCommerce, Shopify

Automation & AI Voice Agents

Vapi (AI Agents), Baileys (WA Web), Meta Cloud API, LLMs, n8n, Python Processors, Webhooks

DevOps & Tools

Docker, Git, VS Code, Linux Ubuntu, Vite

LANGUAGES

Spanish (Native)

English (C1 - Advanced Professional)

EDUCATION

Universidad del Valle - Higher Education

SENA - Technology Degree

Platzi - Software Engineering & Web Dev

PROFESSIONAL SUMMARY

Senior Front-End Architect and Developer with 7 years of experience specializing in auditing tech infrastructures, diagnosing bottlenecks, and deploying custom code solutions. My approach focuses on analyzing complex operational problems (such as manual processes, fragmented integrations, or lack of scalability in sales) and solving them through modern architectures (React, Vite, Node.js), from-scratch e-commerce systems development, and disruptive automations powered by Artificial Intelligence (Phone Voice Agents and transactional chatbots). I ensure technical excellence and efficiency in demanding B2B environments.

FEATURED PROJECTS (TECHNICAL SOLUTIONS)

Camacho Phones Corp (CRM, Dashboard & AI Agent) — Camacho Phones Corp

- **Problem:** Severe bottlenecks in customer management; the human team couldn't keep up with profiling, providing support, and processing the high volume of sales requests pouring in daily via WhatsApp.
- **Solution:** Developed a full custom CRM with an administrative Dashboard. Furthermore, I integrated an Artificial Intelligence (LLM) agent connected via the Baileys library, which handles WhatsApp autonomously: it answers queries, profiles customers, closes sales in real-time, and syncs all data directly with the CRM, revolutionizing their operational model.

Nonesuch Precision (Firearms Website / E-commerce) — USA

- **Problem:** A firearms manufacturer and distributor in the USA required a high-security, high-performance e-commerce platform. They needed to dynamically sync their complex catalog with social media without manual intervention or the glitches of generic platforms.
- **Solution:** Built the firearms e-commerce from scratch using a fully custom WordPress theme. Implemented robust native automations to dynamically publish and integrate the catalog with social media, ensuring stability and brand consistency.

AI Voice Agents (Vapi Integration) — AI Development / Vestra Solutions

- **Problem:** Client companies needed to drastically scale their customer support and sales phone capacity without incurring the massive costs and latency issues of a traditional call center.
- **Solution:** Developed and integrated conversational phone agents using Vapi and advanced AI models. Configured JSON processing so agents can understand intents, query databases, book appointments, and manage phone sales in real-time with minimal latency.

Gelt (Financial Reconciliation Dashboard) — Financial Sector

- **Problem:** A high volume of financial transactions reported chaotically via WhatsApp groups, demanding extreme manual validation and being highly susceptible to human error.
- **Solution:** Developed a robust Dashboard (React/Vite) that captures transactional data from WhatsApp groups and automates cross-matching against financial entities (Addi, Brilla, Superintendencia Financiera). This guaranteed immediate, secure, and 100% error-free reconciliation.

Multi-Tenant Email Processor — Internal B2B Development

- **Problem:** Three different companies shared the same suppliers, causing administrative chaos with data duplication, constant loss of invoices, and wasted hours processing hundreds of incoming emails daily.
- **Solution:** Developed a centralized Python script orchestrated via local n8n workflows. The system intercepts, reads, and automatically processes the emails of all 3 companies, extracting and categorizing key information in real-time.

Front-End Web Portfolio (vestraweb.es/portafolio) — Personal Technical Showcase

- **Objective:** Build an interactive showcase to serve as proof of absolute mastery over frontend performance, surpassing the most demanding technical audits (Core Web Vitals, SEO, Accessibility).
- **Implementation:** Developed an ultra-lightweight architecture using Vite. Created custom Node.js scripts that execute dynamic asset loading and clean the DOM after every interaction, guaranteeing zero-latency navigation and pristine code.

Leadlify Monorepo — CRM Automation

- **Solution:** Built a monorepo architecture (pnpm, Docker, Caddy) with mass-extraction scripts integrated directly into Odoo CRM, resolving database fragmentation to process massive volumes of leads centrally.

WORK EXPERIENCE

Lead Front-End & Automation Architect
Vestra Solutions / VestraWeb

2022 - Present

- Lead the design, architecture, and development of high-performance B2B web applications and e-commerce platforms.
- Audit and technical restructuring of platforms, eliminating technical debt via modern architectures in React, Node.js, and advanced WordPress development (Custom Themes & Plugins).
- Implementation of data automation and AI workflows using tools like n8n and Vapi, optimizing critical operational processes for clients.

Front-End Developer & UI Engineer
Raccoon Technologies / Deuslink

2020 - 2022

- Resolved critical performance and user experience (UX) issues in high-demand web applications.
- Refactored legacy code by implementing dynamic interactive components under agile methodologies alongside design and backend teams.
- Strictly optimized SEO and Core Web Vitals metrics, reducing initial load times (LCP) by over 40%.

Web Developer & WordPress Specialist
Freelance

2018 - 2020

- Designed and programmed custom WordPress themes from scratch, tailored to the specific needs of SMEs and online stores.
- Maintained and migrated databases using PHP and MySQL, ensuring data integrity in web environments.
- Integrated payment gateways and configured web security, reducing vulnerabilities and improving client e-commerce reliability.