

# ERIC ALEJANDRO MARTÍNEZ GONZÁLEZ

Frontend Developer · React / Next.js

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## PROFESSIONAL SUMMARY

Frontend developer specialized in **React**, **Next.js**, and **Tailwind**, experienced in owning product end to end — from architecture and design system to deployment and production operations. As sole owner of an e-learning platform's frontend, I scaled it to **~30,000 active users** with a focus on performance, SEO, and user experience. Used to defining the architecture, leading development, and owning the outcome in production. Proactive, communicative, and results-driven.

## PROFESSIONAL EXPERIENCE

### Software Developer / Programming Team Lead — Arqademy

Apr 2024 – Jul 2026

Online education platform for architecture, interior design, and civil engineering students across Spanish-speaking Latin America.

- Took full ownership of the frontend: developed the platform from scratch with **Next.js**, migrating it from WordPress, through **+650%** user growth (from 4,000 to ~30,000).
- Defined an **SSR** architecture geared toward SEO and speed, reserving client components for interactions that require them, with image optimization via **next/image**; page load times dropped **~80%** (from 7–8 s to 1–2 s).
- Built the company's design system on **shadcn/ui** and **Tailwind**, tailoring each component to the brand's visual identity: a fully responsive, consistent UI across the platform.
- Implemented the platform's shopping cart and checkout flow, using **Redux Toolkit** for global state management.
- Built live-event pages sustaining **2,000–3,000 concurrent viewers**, streaming via Vimeo with **Supabase** realtime events.
- Integrated an **OpenAI**-powered chatbot connected to Vimeo to answer course questions, reducing tickets reaching human support by **40%**.
- Removed hours of weekly manual work by automating content management and sales landing pages: a single dynamic template replaced building one landing per course.
- Led the programming team and defined the technology stack; managed deployment on **Vercel**, third-party integrations (**Resend**, **AWS S3**), and REST API consumption.

## FREELANCE PROJECTS

### Records management system — SICT Guadalajara

- Single-handedly built a fullstack application (**Next.js**, **Vercel**, **Supabase**, **Resend**) managing **~25,000 records** and processing **~100 real cases per day** across Guadalajara, with **~20 daily users**.
- Replaced a single-computer local program (one data-entry clerk) with a multi-user system featuring role-based access per workflow stage, traceability, history, monitoring, and reporting.

### B2B catalog — Distribuidora Estradas · distribuidoraestradas.com

- Built a private online catalog (30+ products) with **Next.js**, **Supabase**, and **Vercel** where wholesale clients assemble a cart; the order is sent straight to the sales rep via **WhatsApp**, eliminating manual product entry.

### Landing page — El Molino · elmolinoaditivos.com

- Designed and built the company's commercial site in **Framer**: products, services, and contact (in production).

## TECHNICAL SKILLS

**Frontend:** React, Next.js (SSR/App Router), JavaScript, Redux Toolkit, Tailwind CSS, shadcn/ui, HTML, CSS

**Backend & data:** Node.js, Supabase (realtime), PostgreSQL, REST APIs

**Infrastructure & tools:** Vercel, AWS S3, Resend, Git/GitHub, Framer

**Other:** Team leadership, product flows, process automation

## EDUCATION

### B.Eng. in Software Development — CETI Colomos

2020 – 2024

Guadalajara, Jalisco, Mexico.