

Hamilton Arturo Juárez Martínez

Senior Frontend / Full-Stack Developer

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PROFESSIONAL SUMMARY

Frontend / Full-Stack Developer with 5+ years helping companies turn product ideas into reliable, revenue-generating web applications. I build interfaces users actually want to use, ship features faster through reusable component systems, and keep applications fast and maintainable as they scale. My work has driven e-commerce conversion, improved user retention, and lowered the engineering cost of every future change across FinTech, healthcare, hospitality, and e-commerce products. As a tech lead I raise the whole team's performance through mentorship, frontend standards, and translating business goals into solutions that ship to production, using Vue.js, Nuxt.js, React, TypeScript, Tailwind CSS, and Laravel.

TECHNICAL SKILLS

Frontend	Vue.js, Nuxt.js, React.js, JavaScript, TypeScript, HTML5, CSS3, Tailwind CSS, Inertia.js, Alpine.js
Backend & APIs	Laravel, PHP, Node.js, REST APIs
Databases	MySQL
CMS & Tools	WordPress, WooCommerce, Git, Docker, Linux, Nginx
Architecture	SPAs, Server-Side Rendering (SSR), Component-Based Architecture, Reusable UI Systems, Responsive Design
Methodologies	Agile/SCRUM, API Integration, Frontend Performance Optimization, Code Review, Technical Leadership

PROFESSIONAL EXPERIENCE

Web Developer | Solid (Cobra)

Nov 2024 – Present

Software agency building full-stack web platforms for clients in pet services, hospitality, and e-commerce.

- Build production-ready frontend and full-stack features that let the business launch products on time, using Vue.js, React, Laravel, WordPress, and Tailwind CSS.
- Build reusable component systems that cut the cost and time of every future feature.
- Improve frontend architecture and API integrations so products are faster to extend and easier to maintain.
- Translate stakeholder requirements into ship-ready solutions.

Highlighted Projects

- Buddy Assist** — Veterinary and pet-services platform with provider dashboards, emergency-consult flows, membership management, and appointment booking.
- AST Surf Resort** — Hospitality and travel platform for bookings, vacation packages, surf lessons, and equipment rental, with a modern responsive frontend.
- Ficus** — WordPress/WooCommerce e-commerce platform with custom frontend integrations and user-facing improvements.

Tech Lead / Full-Stack Developer | 39DollarGlasses

Apr 2021 – Jul 2024

US prescription-eyewear e-commerce company with a high-traffic online store.

- Led frontend and backend development as tech lead, the senior owner of the core e-commerce platform, using React, Blade, Laravel, and Node.js.
- Built CRM modules, dashboards, and customer-facing features that streamlined operations and improved the buying experience, driving conversion.
- Improved UX and workflows alongside product and design, helping the store retain customers and reduce checkout friction.
- Drove SEO and performance improvements that expanded organic reach and sped up page loads.

Highlighted Projects

- 39DollarGlasses** — US prescription-eyewear e-commerce platform with customer account flows, product pages, and a responsive buying experience.
- OcuSafe** — Eye-wellness and protection e-commerce platform with frontend and responsive UI improvements.
- 39DG Blog** — React/Node-based blog and SEO platform focused on educational content and performance optimization.

Tech Lead / Senior Web Developer | Trezlabs S.A. de C.V.

Mar 2021 – Feb 2024

Software development agency building SaaS and web platforms for international clients.

- Architected SPA platforms for SaaS and international clients, the agency's senior resource for its most demanding frontend work, using Vue.js, Inertia.js, Laravel, and Tailwind CSS.
- Created reusable component libraries that sped up delivery across projects.
- Integrated payment gateways and optimized the frontend so client products could transact reliably and respond quickly.
- Provided technical leadership and code review that kept quality consistent across the codebase.

Highlighted Projects

- **Symple** — Property-compliance SaaS with dashboards, scheduling flows, and responsive frontend interfaces for landlords and property managers.
- **DigiPharm** — SEO and digital-marketing platform with frontend tools for backlink management, content flows, and optimization dashboards.
- **IMGPrep** — Healthcare consulting platform for international medical graduates, with custom, user-centered frontend experiences.

Lead PHP Developer | Grupo QUINBE

Oct 2020 – Jan 2021

Company providing financial and accounting software solutions.

- Led development of accounting software that gave the business usable financial and reporting tools, working with PHP, Vue.js, and MySQL.
- Built the Vue.js frontend and contributed to backend business logic for reliable reporting features.

Highlighted Projects

- **Accounting Platform** — Internal financial and accounting system with Vue.js-based frontend modules and database-driven workflows.

Lead PHP Developer | PLANMED El Salvador (SIMED)

Jul 2019 – Sep 2020

Healthcare technology provider building internal clinical and administrative systems.

- Built and maintained healthcare applications that kept critical clinical and administrative systems running, using PHP and Laravel.
- Delivered frontend features and improvements that made systems easier and safer for healthcare staff to use day to day.

Highlighted Projects

- **SIMED Internal Platforms** — Healthcare-oriented systems with administrative interfaces and operational workflows.

Junior Web Developer | Orbitweb

Jan 2019 – Jun 2019

Web agency building business sites and custom applications for clients.

- Delivered Laravel applications and WordPress sites that gave agency clients a functional, responsive web presence.
- Built responsive layouts and customized CMS sites so non-technical clients could manage their own content.

Highlighted Projects

- **Custom Websites** — WordPress- and Laravel-based business sites with responsive frontend implementations.

EDUCATION

B.Sc. in Systems Engineering

Universidad Tecnológica de El Salvador

LANGUAGES

Spanish — Native

English — Intermediate / Advanced