Pool Ortega

Frontend Engineer · React · Next.js · TypeScript

Puebla, Mexico · Remote

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SUMMARY

Frontend Engineer with ~5 years building React, Next.js and TypeScript applications for US and LATAM companies. Based in Puebla, Mexico, working remotely. I focus on web performance (Core Web Vitals), accessible UI and maintainable component systems for marketing sites on headless CMS (Contentful, Hygraph, Makeswift). At Commerce I cut page load times by 25% and raised menu interaction by 30%. Testing with Jest and Playwright; 4+ years mentoring developers at Ironhack and Coderhouse.

EXPERIENCE

Software Engineer · Commerce (formerly BigCommerce)

Sep 2023 – Present · Full-time · Remote (Austin, TX)

- Cut page load times by 25% by optimizing Core Web Vitals; user engagement rose 15%.
- Rebuilt the navigation bar components and animations, increasing menu interaction by 30%.
- Reworked cookie consent to meet privacy requirements, reducing related support requests by 20%.
- Planned, executed and validated the migration of the website's content from Craft CMS to Contentful, keeping data intact.
- Built reusable visual components in Makeswift so marketing can create and update pages without engineering support.

React · Next.js · Core Web Vitals · Contentful · Makeswift

Software Engineer · HeroGuest

Jan 2023 – Aug 2023 · Full-time · Mexico City

- Built a PDF export endpoint used by 500+ employees, cutting document retrieval time by 60%.
- Fixed 30+ bugs and optimized database queries, making data retrieval 25% faster.
- Wrote the team's frontend and backend coding conventions, reducing onboarding time by 20%.

React · Node.js · SQL

Full-stack Developer · DivElement

Nov 2021 – Jan 2023 · Full-time · Remote (Austin, TX)

- Rewrote key components of a Next.js platform where 10,000+ players trade in-game items as NFTs, improving performance by 20%.
- Built a teacher scheduling app for a music school, cutting manual admin work by 40%.
- Integrated 5+ payment methods into a corporate website; transaction volume grew 30% in six months.

Next.js · React · Payments

MENTORING

Teaching Assistant, Web Development · Ironhack

May 2023 – Present · Part-time

I mentor full-stack bootcamp students in JavaScript, React, Node, Express and MongoDB through code reviews, debugging sessions and project feedback. Before that: Tutor at Coderhouse (Jul 2022 – Jun 2023).

SKILLS

Frontend	React, Next.js, TypeScript, JavaScript, Remix, Redux, Zustand, HTML, CSS, Tailwind CSS, SCSS Modules, Web accessibility, Core Web Vitals
Testing & quality	Jest, Playwright, Storybook
Backend & data	Node.js, Express, Bun, GraphQL, REST, Prisma, MySQL, SQLite, MongoDB
CMS & platforms	Contentful, Hygraph, Makeswift, Craft CMS, Vercel, AWS, Fly.io, Netlify
Tools	Git, GitHub, Jira, Asana, Figma

EDUCATION

B.Eng. Mechatronics Engineering, Universidad del Valle de México · 2017 – 2021

Full-Stack Web Development Bootcamp, Ironhack, Mexico City · 2021

LANGUAGES

Spanish (native) · English (fluent)