



Victor Landa | Full Stack Web Developer

I am a passionate Full Stack Web Developer with more than 4 years of experience in the field. With a knack for crafting captivating websites and applications that not only look great but also deliver seamless user experiences. I thrive on the intersection of design and functionality, constantly seeking to push boundaries and create innovative solutions.

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Portfolio: <https://victor-landa-portfolio.vercel.app/>

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Work Experience

Full Stack Web Developer | Divelement | February 2022 - October 2023

Responsibilities:

- Develop and maintain full-stack web applications, from the user interface to server-side functionality.
- Collaborate with designers and other developers to translate business requirements into technical features.
- Write clean and efficient code to implement new features and enhance existing functionality.
- Conduct testing and debugging to ensure software quality.
- Convert UI/UX design wireframes into actual code that will produce visual elements of the application.
- Ensure that websites are responsive and work across various browsers and devices.
- Led the integration of Shopify applications into the headless website architecture, utilizing third-party APIs to extend functionality and optimize user engagement.

- Managed and continually developed the Sanity CMS, ensuring efficient content management and seamless workflow for the team.
 - Implemented rigorous performance optimization strategies, focusing on improving Lighthouse and Core Web Vitals scores for enhanced user satisfaction.
 - Introduced a subscription-based payment model, facilitating recurring product purchases and increasing customer retention.
 - Leveraged geolocation data to dynamically tailor site content, providing personalized experiences for users across different regions.
 - Established a robust data layer for advanced website tracking using Google Analytics and Segment, enabling comprehensive insights into user behavior and website performance.
 - Executed SEO enhancements to elevate website visibility and drive organic traffic growth.
 - Designed and developed the Account page for an intuitive and streamlined ecommerce user experience.
 - Generated weekly A/B testing reports using Google Analytics and Netlify, leveraging data-driven insights for informed decision-making and iterative improvements.
 - Integrated Klaviyo for effective customer email collection and engagement strategies, further enhancing customer communication and retention efforts.
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Frontend Developer | Kodea | April 2021 - January 2022

Responsibilities:

- Developed Shopify applications using React, Next.js, GraphQL, Apollo, and Shopify Polaris to enhance e-commerce functionalities.
 - Crafting Shopify Themes using HTML, Liquid, CSS, SASS, and JavaScript, following the BEM methodology.
 - Building WordPress sites using HTML, CSS and JavaScript.
 - Assumed the role of frontend team leader, providing leadership and mentorship to foster a collaborative and high-performing development team.
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Frontend Developer | Iceberg9 | August 2019 - April 2021

Responsibilities:

- Developed and maintained Shopify Themes.
- Integrated Shopify applications into websites to address customer requirements and enhance functionality.
- Built applications for Shopify stores using React, MongoDB, Express, and Node.js, contributing to a seamless user experience.

- Provided mentorship to teammates through hands-on practice and pair programming, fostering collaborative skill development within the team.

Projects

- Almond Cow - <https://almondcow.co/>
- Glow - <https://glow-water.netlify.app/>
- Portfolio - <https://victor-landa-portfolio.vercel.app/>
- E-commerce dashboard and storefront
 - <https://ecommerce-admin-omega-three.vercel.app/>
 - <https://ecommerce-store-livid-one.vercel.app/>
- Maje - <https://maje.mx/>
- Fifth Avenue - <https://fifthavenue.nyc/>
- Vazza - <https://vazza.com.mx/>
- Mascara de Látex - <https://mascaradelatex.com/>
- Trender - <https://trendershoes.com/>
- Mezcalero - <https://www.mezcaleroboots.com.mx/>
- Meraki Vision - <https://www.meraki.vision/>
- Moods - <https://moods.mx/>
- Lend the Trend - <https://lendthetrend.mx/>

Technologies

- HTML (+5 years)
- CSS (+5 years)
- SASS (+4 years)
- JavaScript (+5 years)
- React (+4 years)
- Redux (+3 years)
- TypeScript (+3 years)
- GraphQL (+3 years)
- REST (+3 years)
- Gatsby.js (+3 years)
- Next.js (+3 years)
- Netlify (+2 years)
- Vercel (+1 year)
- Hydrogen (+1 year)
- Tailwind (+3 years)
- Sanity (+2 years)
- Shopify (+4 years)
- Liquid (+4 years)
- MongoDB (+3 years)
- MySQL (+1 year)
- PostgreSQL (+1 year)
- Prisma (+1 year)
- Node.js (+4 years)
- Express (+3 years)
- Git (+4 years)
- Google Analytics (+2 years)
- Remix (1 year)
- Astro (1 year)
- Docker (+1 year)
- Three.js (+1 year)
- Supabase (+1 year)

Skills

- Problem Solving
- Continuous Learning
- Team Player
- Decision Making
- Mentoring
- Active Listening
- Creativity
- Customer Focus

Languages

- Spanish - Native
- English - Intermediate B2

Education

- CECyT 5 "Benito Juárez" | Computer Technician | 2015 - 2018 | Mexico City