

# CARLOS DANIEL ROCHA GARCÍA

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## ABOUT ME

JavaScript Architect and UI developer interested in Design, Math, UX and UI. I love to create very interactive websites with enjoyable animations and delightful experience.



## EDUCATION

**IT Management** | UTEL – Pearson – Universidad Tecnológica en Línea  
2015 – PRESENT

**Computational Systems Engineering | Truncated** | ESCOM – IPN Escuela Superior de Cómputo  
2010 – 2013

As Final Project I built with 2 partners an Android app similar to Google Translate using pattern recognition among other dependencies – Augmented Reality where you can see the translated text above the original one on your phone.

As Social Service I built a software to replace the current students' management website, handling courses, themes and classes using NodeJS and AngularJS.



## EXPERIENCE

**All Things** | Freelance  
2014/01 - PRESENT

TECH LEAD / PROJECT MANAGER / BUSINESS ANALYST / FULLSTACK DEVELOPER

I've been leading 1 – 5 additional developers depending project's complexity keeping touch with our clients directly influencing their decisions and approaches trying to get and build the best product possible.

### Casa Cuesta

Casa Cuesta is a company focused on creating tailored suits, vests and t-shirts. They have two kinds of stores: the matrix store focused on importing garments from Europe and premium suppliers and the branch offices focused on using those garments to make up those suits and t-shirts. I contracted with them to plan and implement a software that would handle all their paper work and facilitate accounting management.

- Worked directly with owners to learn their process flows.
- Collected information from owners, employees, tailors and some suppliers to understand what improvements could be implemented.
- Created a management system to avoid paperwork and facilitate printing using thermal printers for tickets or conventional printers for receipts.
- Improved the communication between branches and between branches and matrix, creating direct connections and operations instead of using phone calls and manually capturing information.
- Reduced a big amount of man-hours involved on the paper management they previously had (manually translated on a ~20% reduce of their staff.
- Improved incrementally the software depending on new needs or requirements.
- Divided in two different applications: **Matrix** office and **Branches** offices.
- Matrix office app includes a local **NodeJS + MySQL + AngularJS** server attending 12 computers on the office, including permission management and ability to print directly on thermal printers.
- Branches office app includes a distributed **NodeJS + MongoDB** server attending 3 branches offices with **Electron** based apps using a **ReactJS** stateless application.
- **Planned** sprints, architecture and deliverables.

## LorantMMS | Grupo Lorant | Innovación Segura

- Built a customized CMS to manage the content on the websites, including urls and images.
- Worked with owners and designers to recommend improvements to the user experience and interactions based on the required designs.
- SEO optimization obtaining ~100% of approval from Google PageSpeed Insights.

## Front End Developer | iSeatz

2014/07 - PRESENT

iSeatz creates fully customized shopping experiences for different clients including American Express, Marriott, Alaska Airlines, Air Canada, Amtrak, KLM, and more. I've been involved in their major projects as front-end developer and as front-end lead.

### iSeatz.com

- Solo developer on the project since 3rd Q 2015.
- Worked with designers and BAs on the development of the complete company's static site refresh using **AngularJS** and **Ruby on Rails**.
- Improved Animations and UX implementing my own recommendations to the stakeholders (company owners, in this case).
- Developed new functionalities, sections and components.
- Included a blog built on WordPress with a custom template.

## American Express

- Participated in the rethinking of front-end architecture when introducing AngularJS on some parts of the legacy project.
- Worked for several parts of its bookings' application, creating AngularJS/React modules and/or components for Flights, Hotels, Cars and Packages.
- Improved jQuery previous code in order to work within AngularJS directives on its bookings' application.
- Backend features with Ruby on Rails to collaborate with the front-end tasks needed.
- Led some Front-End projects with 1 – 3 other developers.

## InterContinental Hotels Group

- Worked on the React front end for car rental web app.
- Development, technical discovery and tasks creation for their car rental web app.

## One View

- Worked on the React front end development for the internal product from iSeatz.

## Front End Tech Lead | Adesis Netlife

2013/10 – 2014/07

## BBVA Bancomer

- Led PyMES (Small and medium-sized companies) Front End project built from scratch.
- Created AngularJS components and modules development for the project.
- Created an AngularJS infrastructure for parallel development on distributed software factories.
- Modules, directives and controllers creation for PyMES web app.

## Mobile and Web Developer | Ixpan S.A. de C.V.

2011/12 – 2013/09

Worked on Several Front End static pages and Android apps focused on invoice billing according to Mexico's statutes.

## Java Web Developer | Softgüer S.A. de C.V.

2011/03 – 2011/11

Contributed to the development of a social network platform focusing education on a Moodle-like way.



## SKILLS

### TECHNICAL SKILLS

#### Front End Development

AngularJS, ReactJS, VueJS, jQuery, HamI / Pug / Twig, SCSS / Sass / Stylus, WordPress

#### Back End Development

NodeJS, ExpressJS, Redis, PassportJS

#### DB Development

MongoDB, MySQL, Postgres

#### Mobile Development

React Native, Android

### Non Technical Skills

Project Management, Team Management, Sprint Planning, Budget Planning, Business Analysis, Requirements Discovery



## MISC

### Languages

Spanish, English

### Speaker

I like to speak on meetups related to my interests (mostly JS) spreading and sharing the things I learn while development.

- [Angular JS Meetups | Using Webpack with AngularJS 2016/04](#)
- [Angular JS Meetups | AngularJS Decorators 2016/02](#)

### Pets

My girlfriend and I own a lot of pets, until now we have 5 dogs, 14 parakeets, 6 turtles, 7 fishes.

### Gamer

- Diamond 1v1 player @ Starcraft 2
- Pump It Up player