

Andrés Camilo Pinzón Laverde

Bogotá, Colombia | pinzonac@gmail.com | +57 317 664 4185

LinkedIn: [linkedin.com/in/camilo-pinzon](https://www.linkedin.com/in/camilo-pinzon)

Website: <https://camilopinzon.dev>

Profile

Frontend Engineer with 10+ years of experience building scalable, high-performance web applications using React and Next.js in enterprise and agency environments.

Strong expertise in SSR/SSG, modular architecture, performance optimization, and SEO-focused development. Experienced collaborating with cross-functional teams to deliver business-critical digital products.

Solid experience integrating REST APIs and working closely with backend teams, with a good understanding of full-stack architectures.

Focused on writing clean, maintainable code and delivering high-quality user experiences.

Technical Skills

Languages & Frameworks: JavaScript (ES6+), TypeScript, React.js (Redux, Hooks), Next.js, HTML5, CSS3, SASS, PHP

Styling & Architecture: SASS (BEM), Module styles, Responsive Design, Figma to Code

CMS & Platforms: WordPress (Custom Themes, ACF, Plugins), WooCommerce, VTEX

Tools & APIs: Firebase (Auth, Firestore), Supabase, Cloudinary, REST APIs, Git, Vite, Webpack, Netlify,

Workflow: GitHub, Git flow, Jenkins, Agile/Scrum, Accessibility (WCAG), SEO Best Practices.

Basic knowledge of Node.js environments and API integration workflows.

Soft Skills

Team Leadership · Attention to Detail · Adaptability · Clear Communication · Problem Solving · Remote Work Proficiency

Languages

- **Spanish:** Native
 - **English:** Upper B2 / C1 (*EF SET Certificate* – [View Certificate](#))
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Professional Experience

Freelance Frontend Developer

Jan 2023 – Present

- Architected and deployed production-grade applications using **Next.js** (SSR/SSG), **React 19**, **TypeScript**, and **Redux**, focusing on scalability, SEO, and performance optimization.
- Built custom themes and advanced blocks for **WordPress** with ACF and SASS.
- Integrated third-party tools like **Supabase**, **Firebase**, and **Cloudinary** for dynamic content, authentication, and media storage.
- Created headless WordPress solutions using the **REST API** for modular frontend architecture.
- Designed clean and responsive UIs with strong UX and accessibility focus.
- Authored bilingual blog posts about React, frontend tools, and developer life.
- Defined frontend architecture standards including modular folder structures, reusable component libraries, accessibility compliance (WCAG), and performance best practices.

Tita Media – Frontend Developer

Oct 2024 – Dec 2024

- Developed e-commerce platforms using **VTEX** and **WordPress**, with modern UI practices.
- Customized PHP and JavaScript (React + TypeScript) functionality for performance and WooCommerce integration.
- Ensured responsive and SEO-optimized builds for Latin American brands.
Note: Contract ended due to client transition to a new provider.

Huge – Frontend Developer (Google Pay/Wallet Team)

Nov 2022 – Jul 2023

- Built high-quality React UI components for Google Pay/Wallet interfaces.
- Collaborated with global teams using internal CMS and strict design systems.
- Participated in agile sprints and QA cycles.
Note: Ended due to company-wide layoffs.

Mill 5 – React Developer

Jun 2022 – Sep 2022

- Maintained and improved React components for **Alyce** using **TypeScript**.
- Focused on scalability and maintainability of front-end code.
- Conducted code reviews and contributed to architecture decisions.

BairesDev – React Developer

Nov 2020 – Feb 2022

- Refactored legacy codebases to modern **React + TypeScript** applications.
- Created reusable UI components and contributed to performance improvements.
- Worked with US-based clients in Agile teams.
- Developed performance-critical UI components within strict design systems and enterprise-level accessibility and security requirements.

Globant – Frontend Developer

Jun 2017 – May 2020

- Contributed to frontend architecture decisions and implemented scalable React-based enterprise applications for clients including **Avianca** and **Tribune Publishing**.
- Collaborated with backend teams to implement REST API integrations and business logic.

TBWA Colombia – Web Developer

Jun 2012 – Jan 2017

- Led web projects for top brands like Chocolates Jet and Grupo Argos.
 - Created interactive PHP and WordPress-based marketing microsites and campaigns.
 - Maintained custom CMS solutions and ensured high availability.
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Education & Certifications

- EF SET English Certificate – Level C1 (CEFR) – cert.efset.org/DidBff
- Complete React Developer (Redux, Hooks, GraphQL) – Udemy, 2024
- JavaScript: The Advanced Concepts – Udemy, 2024
- Understanding TypeScript – 2023 Edition – Udemy, 2024
- Initiating and Planning Projects – Coursera / University of California, Irvine