

# Victor Arnulfo Piliado Téllez

Senior Frontend Developer • Android • React, Next.js, JavaScript • SEO

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## Professional Profile

Senior Frontend Developer with over 9 years of experience building modern, high-performance user interfaces aligned with business objectives for high-impact brands such as Mitsubishi Motors Mexico. Specialized in React.js, Next.js, JavaScript and TypeScript, with a strong focus on technical SEO and performance optimization. Solid experience integrating REST APIs, implementing analytics with Google Analytics and Google Tag Manager, responsive design, and accessibility. Additional experience in Android development (Kotlin/Java) and CMS platforms such as WordPress and Shopify.

## Professional Experience

### Senior Frontend Developer (Contractor)

Mexico City, Mexico (Remote)

#### Lunave Digital – Digital Agency

September 2024 – June 2025

- Contributed to the development of the official Mitsubishi Motors Mexico website, achieving performance improvements of +25% on desktop and +20% on mobile.
- Improved accessibility, increasing audit scores by +20% on desktop and +15% on mobile.
- Implemented technical SEO, improving overall site score by +10%.
- Integrated external services using Axios and Fetch for efficient REST API consumption.
- Configured Google Analytics and Data Layer in Google Tag Manager.
- Implemented Google reCAPTCHA v3 to enhance form security and user experience.

### Senior Frontend Developer

Mexico City, Mexico (Remote)

#### Gabana Marketing Group – Advertising Services

May 2023 – September 2023

- Optimized performance and Core Web Vitals, reducing page load times by 20%.
- Managed content and responsive layouts in WordPress and Shopify.
- Implemented technical SEO, increasing organic visibility by up to 15%.
- Collaborated with design and marketing teams, increasing conversion rates by up to 50%.

### Frontend and Android Developer

Mexico City, Mexico (Hybrid)

#### Lunave – Digital Agency and Advertising Services

July 2015 – April 2023

- Developed responsive and accessible web sections for a leading automotive company.
- Implemented and customized WordPress websites.
- Developed Android applications using Kotlin and Xamarin for media and automotive projects.
- Integrated external APIs, increasing the usage of key features by 25%.

## Education

### Computer Systems Engineering - Degree

January 2009 – December 2013

Universidad Bancaria de México (Banking University of Mexico)

## Skills

**Languages:** JavaScript (ES6+), TypeScript, HTML5, CSS3, Java, Kotlin.

**Frameworks:** React.js, Next.js (SSR, SSG), React Query, Tailwind CSS, Bootstrap, Styled Components.

**Testing:** Jest, React Testing Library.

**Tools:** Git, GitHub, GitHub Actions (CI/CD), SonarCloud, Android Studio, VS Code, Vercel, Jira, Figma, Notion.

**CMS:** WordPress, Shopify.

**Methodologies:** Scrum.

**Other:** Technical SEO, REST API consumption, responsive design, web performance optimization.

## Certifications and Courses

- AI with Google Gemini – Alura Latam
- SEO Fundamentals Course – Semrush Academy
- Digital Marketing Fundamentals – Google Activate
- AWS Partner: Accreditation (Technical) – AWS
- Scrum Certification – Scrum.org