Victor Arnulfo Piliado Tellez

Sr. Frontend Developer │ Android │ React.js, Next.js & JavaScript │ SEO & UI Experience

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Professional Profile

Senior Frontend Developer with over 9 years of experience creating modern, optimized interfaces aligned with business objectives for high-impact brands such as **Mitsubishi Motors Mexico**. Specialized in **React.js**, **Next.js**, **JavaScript**, and technical **SEO** optimization, with a proven track record of performance improvements. Expert in **REST** API integration, analytics with **Google Analytics/GTM**, and responsive design. I also have experience in Android development (**Kotlin/Java**) and using CMS platforms like **WordPress** and **Shopify**, offering complete and scalable solutions.

Work Experience

Lunave Digital (Digital Agency)
Senior Frontend Developer (Freelance)

Mexico City, Mexico (Remote)
September 2024 - June 2025

- I collaborated with the development team on the new official **Mitsubishi Motors Mexico** website, achieving improvements of **+25%** in desktop loading metrics and **+20%** in mobile.
- I optimized the accessibility of the new site, increasing audit scores by **+20%** on desktop and **+15%** on mobile.
- I implemented **technical SEO**, increasing the score by **+10%**, reinforcing visibility and organic positioning.
- I integrated external services using **Axios** and **Fetch**, improving the consumption of REST APIs and reducing load latency.
- I set up **Google Analytics** and Data Layer in **GTM**, enabling detailed tracking of metrics, conversions, and key events.
- I implemented **Google reCAPTCHA v3** in forms, improving security and user experience.

Gabana Marketing Group (Advertising Services)
Senior Frontend Developer

Mexico City, Mexico (Remote)
May 2023 - September 2023

- I collaborated on performance and usability optimization of various websites, correcting crawling problems, improving Core Web Vitals metrics and reducing loading time by **20%**.
- I managed content and made responsive design adjustments for mobile devices in CMS platforms such as **WordPress** and **Shopify**, ensuring visual and technical consistency.
- I improved loading times and organic positioning by implementing **technical SEO**, achieving visibility increases of up to **15%** in key projects.
- I coordinated with **design** and **marketing** teams to align user experience with business and brand objectives, reducing navigation friction and increasing conversion by **50%**.

Lunave (Digital Agency and Advertising Services)
Frontend and Android Developer

Mexico City, Mexico (Hybrid)
July 2015 - April 2023

- I developed web sections for a leading **automotive company**, creating responsive and accessible interfaces for different devices.
- I implemented **WordPress** sites, adapting themes, templates, and components according to the client's technical requirements and functions.
- I built Android mobile applications using **Kotlin** and **Xamarin**, achieving high performance, multi-version compatibility and a stable experience for a communication newspaper in Coahuila and for an automotive company with a line of electric cars (Nissan).
- I collaborated with multidisciplinary teams to integrate external APIs and improve the user experience, increasing the use of key functions by **25%**.

Education

Banking University of Mexico (Certificate and Degree)
Computer Systems Engineering

January 2009 - December 2013

Skills

- **Programming languages:** JavaScript (ES6+), HTML5, CSS3, Sass, Java, Kotlin, TypeScript.
- **Frameworks and Libraries**: React.js, Next.js, Bootstrap, Tailwind CSS, Styled Components.
- **Tools and Platforms:** Git/GitHub, Bitbucket, SourceTree, Jira, Figma, Notion, SonarCloud, Android Studio, VSCode, Vercel, WordPress, Shopify.
- **Methodologies:** Scrum.
- **Other technical skills:** REST API consumption, Responsive Design, Web performance optimization.

Certifications / Courses

- AI with Google Gemini - Alura Latam.
- SEO Fundamentals Course - Academy / Semrush.
- Fundamentals of Digital Marketing - Google Active.
- AWS Partner: Accreditation (Technical) - AWS.
- Scrum Certification: Principles and Fundamentals - Scrum.org.