# John Pino – Frontend Technical Lead

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## PROFESSIONAL SUMMARY

Lead Frontend Developer with a strong track record building enterprise-grade web architectures and leading teams toward high-quality, scalable, and accessible frontend ecosystems. Expert in Vue, React, TypeScript, and composable architectures with headless CMS. I define technical direction, mentor engineers, and drive cross-functional alignment to deliver fast, resilient, and intelligent digital experiences. Exploring AI-powered development to shape the future of modern frontend engineering, applying AI thoughtfully across architecture, automation, and developer experience. Committed to building engineering cultures that prioritize clarity, maintainability, and long-term scalability.

## EXPERIENCE

### Frontend Technical Lead

Valtech                                                                *July 2021—Present, Cali, Colombia*

- Led frontend engineering for U.S.-based clients, delivering performant, accessible, and scalable web applications using Vue 3, Nuxt, React, and TypeScript.
- Designed and implemented frontend architectures aligned with composable principles using Contentful and Contentstack.
- Improved UX/UI quality by advising teams on accessibility, interaction patterns, and WCAG/ARIA compliance.
- Mentored junior and mid-level developers, supporting career planning, code quality, and technical decision-making.
- Participated in cross-functional architectural reviews, aligning product, UX, and engineering to ensure seamless delivery.
- Developed features for clients in education, arts, retail, and hospitality, focusing on maintainability and long-term scalability.

### Senior Frontend Developer

MasGlobal                                                            *March 2020—July 2021, Medellín, Colombia*

- Built accessible, responsive frontend interfaces for cultural institutions such as museums, theaters, and operas.
- Integrated content platforms including Umbraco, Episerver, and TNEW (Tessitura Network).
- Collaborated with design teams to enhance usability and accessibility through thoughtful UX/UI recommendations.
- Ensured WCAG-aligned implementation across multi-device experiences.

### Lead Frontend Developer

Keyrus                                                               *September 2019—March 2020, Medellín, Colombia*

- Led frontend architecture for a large enterprise client using Vue and SAP Hybris.
- Reviewed and standardized code quality across the frontend team through best practices, documentation, and pull-request workflows.
- Served as the main contact between frontend engineering and product stakeholders, refining requirements and aligning solutions to business needs.

### Lead Frontend Developer

STF Group (Studio F)                                                 *September 2018—September 2019, Cali, Colombia*

- Led major UX/UI initiatives to improve the company's e-commerce platform, contributing to higher conversion and overall usability.
- Delivered a full UI frontend refactor improving performance, maintainability, and responsive design quality.
- Built and maintained digital assets with HTML, CSS/SASS, JavaScript, Bootstrap, VTEX, and component-based workflows.
- Improved collaboration between visual design and development teams through shared standards and design-system alignment.

**Other Experience**
- Universidad Autónoma de Occidente — Web Design Instructor (2017–2018)
- Independent Frontend Developer & UI Designer (via Upwork) (2015–2018)
- Bennet School — Multimedia Designer & Web Master (2015–2016)
- Salamandra — Multimedia Designer & Web Master (2014–2015)
- Cenal — Web Development Instructor (2012–2014)

## CERTIFICATIONS

Contentful Certified Professional (2025–2027), DeepLearning.AI Machine Learning Specialization (2025).

## SELECTED TECHNICAL INITIATIVE

### AI-Driven Platform Architect (Independent Initiative)
Architected an AI-enabled platform using Domain-Driven Design (DDD), Hexagonal Architecture, multi-channel adapters, and LLM workflows (RAG + automation). Built the frontend with React/Next + TypeScript.

## EDUCATION

### Master in Artificial Intelligence
University of the Andes – Bogotá, Colombia · 2025–2027 (In Progress)

### Bachelor's Degree in Interactive Media Design
Icesi University – Cali, Colombia · Honor Roll (Semesters II, IV, V, VI, VII) · 2005–2010

## SKILLS

Core Technologies: HTML5, CSS3, SASS, JavaScript (ES6+), TypeScript, Vue.js (2 & 3), React, Tailwind, Vuex, Pinia, Redux, Zustand, Vite, Webpack, Gulp, Grunt.

Component Libraries & Design Systems: Storybook, Fractal.build, Figma, Adobe CC (Photoshop, Illustrator)

CMS & Digital Experience Platforms: Contentful, Contentstack, Umbraco, Episerver, Sitecore, Shopify.

Dev Tools & Workflows: Git (GitHub, Azure), Vercel.

AI Tools & Workflow Assistants: GitHub Copilot (with Claude & OpenAI models), GPT-5 Codex, Gemini Code Assist, Claude Code (CLI), ChatGPT.
Experienced integrating LLM-powered workflows into frontend development and architecture design.

Methodologies & Soft Skills: Agile/Scrum, Mentoring, Team Leadership, Cross-functional Collaboration.

## LANGUAGES

Spanish – Native. English – C1. French – B2.