

# Jorge Luis Rojas Arcos

## Software Engineer

Email: [jorge.rojas.arcos@gmail.com](mailto:jorge.rojas.arcos@gmail.com)

LinkedIn: [@jorggerojas](#)

GitHub: [@JorggeRojas](#)

Portfolio: [jorggerojas.dev](#)

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### About

Software Engineer with over 5 years of experience in web development, specializing in the JavaScript/TypeScript ecosystem with a strong focus on front-end solutions. Skilled in leading cross-functional teams to deliver high-impact features, drive a 20% increase in customer retention, and enhance organic traffic. Proven expertise in optimizing performance and collaborating with stakeholders to meet business goals.

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### Professional Experience

#### Product Tech Lead @Lentes Galileo (Ben & Frank) | Aug 2022 – Present

- Led a cross-functional team to design, implement, and optimize key features across the website, enhancing customer retention and driving organic traffic.
- Spearheaded impactful projects, including quizzes, product collections, filtering systems, and editorial pages, achieving a 20% retention increase year-over-year.
- Partnered with architecture teams to align performance optimization strategies with stakeholder requirements, ensuring seamless implementation of innovative ideas.
- Mentored team members, promoting adherence to best practices in coding standards, scalability, and reliability.

**Key Technologies:** Next.js, TypeScript, GraphQL, Git, REST APIs, Commerce Tools.

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#### Software Engineer Jr @Viaducto Technological Services Inc. | Dec 2020 – Jul 2022

- Delivered scalable solutions for custom client projects using TypeScript, GraphQL, and REST APIs.
- Designed and implemented PorkScore, a KPI tracking platform for pig farming, and FronteraUI, a design system to accelerate development workflows.
- Published and maintained NPM packages with GitHub Actions, streamlining team processes.
- Developed SPAs featuring secure authentication systems, OAuth integration, and advanced routing.

**Key Technologies:** TypeScript, PostgreSQL, Auth0, GraphQL, REST APIs.

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**Full-Stack Developer @Freelance | Jan 2020 – Dec 2024**

- Developed and maintained a custom CRM system to streamline client event management and data retrieval.
- Designed and implemented a CRM web application using React.js, improving operational efficiency.
- Modeled and optimized relational databases, ensuring data accuracy and performance.
- Designed and developed web solutions for Toyota Guanajuato, improving user

**Key Technologies:** Next.js, Typescript, Node.js, React.js, MySQL, PHP,

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**Education**

- **Software Engineering** (2016 – 2020)  
Universidad Autónoma de Querétaro, Mexico
- **Computer Engineering** (2019 – 2020)  
Universidad de Santiago de Compostela, Spain

**Core Skills**

- **Languages & Frameworks:** JavaScript, TypeScript, React.js, Next.js, Node.js, PHP.
  - **Data & APIs:** GraphQL, REST APIs, PostgreSQL, MySQL.
  - **Tools & Platforms:** Git, GitHub Actions, OAuth, Auth0.
  - **Soft Skills:** Team Leadership, Stakeholder Collaboration, Agile Development, Performance Optimization, Architecture.
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**Notable Achievements**

- Boosted website retention by over 20% through customer-centric features and performance enhancements.
- Successfully migrated Ben and Frank’s website from an outdated ERP to Next.js, reducing page load times and improving user experience.
- Designed scalable SPAs with robust authentication and efficient data-fetching mechanisms.
- Published reusable NPM packages to improve team efficiency and accelerate development workflows.
- Designed and implemented custom web solutions for Toyota Guanajuato, achieving an 80% improvement in user check-in efficiency, enhancing the flow of private events.
- Designed and developed a bespoke CRM using web technologies for the Centro de Congresos and Teatro Metropolitano for the Government of the State of Querétaro, delivering a fully tailored user experience.