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Cesar Varela, Full-Stack Engineer

Experience

Front-end Engineer at Cerebral

2020 — 2021

- Developed both D2C and B2C websites, visited by thousands of users daily
- Increased PageSpeed score 4x vs. the previous landing page
- Improved SEO for both the landing page and the newly created blog
- Interviewed and aided in the selection of developers for the mobile version of the core product

[Gatsby, Prismic, Cloudfront, React]

Co-Founder, Full-Stack Engineer at Botsfactory

2016 — 2019

- Co-Founded a Facebook Messenger Marketing SaaS product with a team of four founders that empowered clients to create chatbots without having to code and connected them to the Messenger Platform
- Co-Designed a back-end architecture that sent several hundred thousands of messages per day
- Designed the Branding, User Interface, and User Experience of the product
- Developed the frontend, including a drag n' drop dialog editor
- Performed an analysis of the Messenger platform users that led to the creation of chatbots that reached 1 million users in Mexico and 200.000 users in the United States
- Produced multiple Facebook Ads marketing campaigns for such chatbots with 120% ROI
- Organized the first chatbots-focused meetup in LATAM, with 50+ attendees; curated agenda, promoted event, secured attendance, coordinated event logistics, and liaised with speakers and sponsors
- Was a speaker at the .NET Conference in Uruguay
<https://www.youtube.com/watch?v=B4G9hb0pBJ4> (Spanish)

[Figma, React, Node, GraphQL Redis, GCP (Functions, App Engine, Dialog Flow), NextJS]

Front-end Engineer at VividCortex

2013 — 2016

- Developed the company's main web app used by thousands of companies included GitHub, Etsy, and Sendgrid
- Created an integration with Hipchat that allowed customers to interact with the product within the chat, including taking live screenshots, giving them easy and immediate access to monitoring data

[Angular, PhantomJS, Node, GO]

Senior UI Developer at Globant

2011 — 2012

- Overhauled the front end of an internal app for NYSE
- Developed back-end features of the said app that helped make \$40 million in returns in the first month

[C#, NET, Javascript, CSS, HTML]

Education

Bachelor of Computer Science, ORT

2011 — 2013

Creative Advertising, Brotherad

2010

Graphic Design, Social Communication School

2005 — 2006

Programming and Maintenance of computer systems, Buceo Technical School

2001 — 2003

Links

Portfolio - <https://cesarvarela.com>

Github - <https://github.com/cesarvarela>

Stack Overflow - <https://stackoverflow.com/users/1030208/cesar-varela>

LinkedIn - <https://www.linkedin.com/in/cesarluisvarela/>

Languages

English - Fluent

Spanish - Native Speaker

Thanks for reading 🙌