

# Cristian David Moreno Riaño

Senior Full-Stack & Frontend Engineer

Villavicencio/Colombia | +573022539479 | [cristian.moreno@kyonax.com](mailto:cristian.moreno@kyonax.com) | [Linkedin](#) | [Github](#) | [Personal Web](#)

**Senior Full-Stack and Frontend Engineer** with 8+ years building scalable, high-performance e-commerce platforms, SaaS products, and consumer-facing web applications using **Vue 3**, **React**, **Next.js**, **TypeScript**, and **Node.js**, integrating frontend architecture, performance and conversion optimization, accessibility, SEO, and AI-assisted development in fully remote Agile teams, with end-to-end ownership, mentorship, and fast adaptability across stacks, products, and industries.

## EXPERIENCE

---

01/2018–Present     **Zerønet Labs**     **Remote - Villavicencio/Colombia**  
**Founder & Independent Full-Stack Engineer (Freelance / Consulting)**

Delivered high-performance web solutions and internal tooling for early-stage clients and startups. Specialized in modern frontend architectures (**React**, **Vue**, **Next.js**), reusable component libraries, and AI-assisted development infrastructure.

- Built 4+ custom libraries targeting recurring frontend performance bottlenecks (image-heavy rendering, asset loading, repetitive setup work), consistently achieving **100/100 Lighthouse** scores across 6+ client sites and projects and removing the need to re-solve the same problems.
- Built an internal **AI development platform in FastAPI (Python)** that fronts LiteLLM as an async gateway with multi-provider routing (Claude, GPT, Gemini, Grok), retries, and SSE token streaming, plus an agent-backend layer exposing 10-15+ custom skills and 30+ automation scripts as production endpoints under continuous maintenance, so the same orchestration powers editor clients, CLI scripts, and CI tasks across every Zerønet and personal project without re-implementing model plumbing.
- Designed modular project architectures and **SASS/SCSS** styling systems for 25+ codebases, built on design patterns and naming conventions, so each stayed maintainable through feature growth and refactors didn't require ripping out foundational decisions.

10/2025–05/2026     **AgileEngine - Madison Reed**     **Remote - Villavicencio/Colombia**  
**Senior Software Engineer (Frontend)**

Recently completed the Vue 3 e-commerce redesign for Madison Reed, focused on scalable CMS-driven component architecture, performance optimization, and conversion rate improvements. Established testing practices and an AI-assisted development workflow within the project. Currently open to new senior remote engagements.

- Built 20+ reusable **Vue 3** components and Pug templates with Stylus styling driven by CMS configuration on the Express SSR + MongoDB-backed CMS stack (Vite with legacy Webpack 4) and documented them in **Storybook**, so routine page tuning and content updates shipped through CMS without engineering tickets, while the same blocks scaled to new pages with minimal rework.
- Improved **SEO** and **AEO (Answer Engine Optimization)** across 9+ redesigned page templates including PDP, Shade Shop categories, Hair Color Bar locations, and the booking flow by identifying the data carrying business value on each page and exposing it through **JSON-LD**, validated SSR output, and a semantic, ADA-compliant h1 → h2 → h3 structure, so search bots and AI engines parse intent fast and accurately, improving rich-result eligibility, AI-engine citations, and conversion.
- Integrated 5 third-party SDKs (Birdeye location reviews, Dynamic Yield A/B testing, Dash Hudson UGC, Google Auth / FedCM SSO, Segment analytics) and configured 15+ CMS Tophat patterns (partial scaffolding, A/B experiment routing, content migration, additional-scripts injection), wrapping each in CMS-driven abstraction layers so A/B experiments, feature rollouts, and integration tuning ran through configuration instead of a new PR per change.
- Drafted architecture decisions and extended ACs to cover edge cases on further implementations for a **Vue 3 e-commerce redesign**, wrote TDD unit tests with Vitest upfront, codified style rules in ESLint, and added **Playwright** e2e suites, lifting PRs merged without AC-related rework from ~70% to ~90% and keeping reviews focused on substance.
- Orchestrated an **AI-assisted development workflow** by abstracting repetitive patterns into custom skills, scripts, and tooling that automate the work accurately, picking Claude Code, GPTel (Emacs), GPT, Gemini, Grok, or LiteLLM per task by strengths and efficiency, so feature delivery dropped from 3-4 days to 1-2 days per ticket (sometimes hours), cutting scaffolding effort by ~40% and redirecting engineering time to real design decisions.

11/2023–07/2025     **Softtek**     **Remote - Villavicencio/Colombia**  
**Senior Full-Stack Engineer**

Led the full migration of a legacy internal admin system to a production **Shopware** e-commerce platform across a 20-month migration. Built custom Vue.js components inside the Shopware template system, enforced code quality through PR reviews, and set up Docker-based CI pipelines with Azure DevOps.

- Migrated an internal admin platform into an e-commerce site on **Shopware (Symfony + Vue.js)** across a 20-month delivery, planning the architecture and mapping every requirement and implication before cutover, so the customer purchase flow shipped fully automated and no business operation was lost.
- Designed a **SASS/SCSS** pattern library of 10-15 reusable mixins (fonts, animations, automatic resizing, borders) and a modular architecture across the e-commerce storefront, with **PostCSS** covering cross-browser inconsistencies, so styling stayed performant and design changes propagated across the full-brand theme without duplicated logic or unnecessary utility classes.
- Containerized development with **Dockware** (Shopware-tuned Docker images) and docker-compose, and configured Azure DevOps CI pipelines for production, dev, and staging with automated PR-validation, so the team spun up identical Shopware environments in one command, gated merges through clean CI runs, and cut pipeline cycle time from 15 to 10 minutes.
- Owned 3-5 daily Pull Request reviews on the MVP-focused codebase with unit test enforcement, and partnered with backend teams to define **REST** and **GraphQL** endpoint contracts before implementation, aligning frontend and backend on shape, naming, and error handling so integration sprints didn't stall on contract mismatches and code quality stayed consistent.

10/2021–11/2023      **Cabeza Rota**  
**Senior Frontend Engineer**

**Remote - Villavicencio/Colombia**

Delivered e-commerce platforms, microservices, and landing pages across multiple simultaneous client projects. Adapted architecture and stack per project using **Next.js, React, Vue, NestJS, and Node.js**, with performance patterns such as SSR, SSG, and ISR.

- Developed high-performance landing pages, e-commerce sites, and microservices for multiple clients using **Next.js, React.js, Vue.js, Nest.js, Node.js, Redux, AntDesign, and SASS/SCSS**, applying SSR/SSG/ISR patterns, GraphQL with Apollo for data-driven pages, and **WebSockets** for real-time features, so each project shipped on the stack that fit the client's constraints rather than being forced into a fixed template.
- Led work across multiple teams under Agile and SCRUM workflows, enforced project-specific code guidelines through daily Pull Request reviews, mentored developers, and introduced testing with **Jest**, lifting test coverage from 50% to 85% so quality gates caught regressions before merge.
- Translated UI/UX mockups into dynamic, responsive, user-focused frontend implementations, backed by A/B testing with GA4 and Hotjar, lifting the rate of successful tests from 3-in-10 to 6-7-in-10 across client projects.

01/2021 – 10/2021      **Cabeza Rota**  
**Frontend Engineer (Data-Driven Marketing)**

**Remote - Villavicencio/Colombia**

Combined frontend development with data-driven decision making to improve engagement and conversions for agency clients. Built marketing websites and landing pages using **Next.js, Vue.js, and WordPress**, validating design decisions with analytics and user behavior data before launch.

- Built a data-driven design loop using **A/B Testing** with **GA4** and Hotjar, refining website components and flows from real user signals so design changes shipped with conversion lifts of ~20% to ~60% across tested funnels.
- Built marketing websites and landing pages for agency clients in **Next.js, React.js, Vue.js, Nest.js, Redux, SASS/SCSS, Tailwind, Bootstrap, or Wordpress**, matching the stack to each client's brand and constraints so launches shipped fast without sacrificing scalability.
- Designed reusable custom components tailored to each project's requirements, design system, and tech stack, so features shipped faster and patterns stayed consistent as the codebase grew.

10/2020 – 01/2021      **Cabeza Rota**  
**Frontend & Growth Engineer**

**Remote - Villavicencio/Colombia**

Built the web presence for early-stage clients and drove digital growth initiatives. Developed websites and features in **React.js, Vue.js, Node.js, and TypeScript**, and owned content strategy and performance optimization.

- Drove brand awareness and engagement on Twitter, Instagram, Discord and YouTube by executing targeted growth strategies, growing accounts from zero to 20k followers and 5-10k engagement per post.
- Used GA4 analytics to refine content strategies and guide campaign iterations from real user data, improving brand loyalty and campaign performance.
- Optimized user flows by implementing custom components, elements, and hooks paired with performance techniques and image optimization, cutting page load from 10 seconds to 3 seconds.

## SKILLS & TOOLS

**Languages** JavaScript · TypeScript · PHP · Python · Bash

**Frontend** HTML5 · CSS3 · SASS/SCSS · React.js · Next.js · Vue.js · Nuxt.js · Tailwind CSS · Material UI · Styled Components · Pug · Stylus

**State Management** Redux · Zustand · Recoil · Context API · Vuex · Vue Router

**Backend & APIs** Node.js · NestJS · Express · Symfony · FastAPI · GraphQL · Apollo · REST · WebSockets

**Build Tools & Bundlers** Webpack · Vite · Turbopack · Babel · PostCSS

**DevOps & CI/CD** Docker · Docker Compose · Kubernetes · GitHub Actions · Azure DevOps · GitLab CI · semantic-release

**Testing & Quality** Jest · Vitest · Playwright · ESLint · TDD · Unit Testing · E2E Testing

**Performance, SEO & Accessibility** Lighthouse · Core Web Vitals · SSR · SSG · ISR · Code Splitting · Lazy Loading · JSON-LD · SEO · AEO · ADA/WCAG Accessibility

**Analytics & Experimentation** GA4 · Hotjar · A/B Testing · Heatmaps · Segment · Sentry

**Cloud & Databases** AWS · MySQL · MongoDB · Linux/Unix

**AI & Tooling** Claude · GPT · Gemini · Grok · LiteLLM · Prompt Engineering · LLM Orchestration · AI Agents · FastAPI (AI)

**Other Tools** Figma · WordPress · Shopware · Agile/SCRUM · Documentation

## EDUCATION

---

2021 **Caldas University** **Villavicencio/Colombia**  
**Diploma in Basic Programming Skills - Mision TIC 2022**

2018-2020 **Universidad de Los Llanos** **Villavicencio/Colombia**  
**Systems Engineer (Incomplete) - Relevant Subjects:** Fundamentals of Programming, Introduction to Systems Engineering, Logical Thinking, Data Structures.