

Cristian D. Moreno

Senior Software Engineer | Full-Stack (React, Vue, Node.js)

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SUMMARY

Specializes in building performant and scalable e-commerce, SaaS, backend applications, and product page projects using **React, Vue.js, and Node.js**, with over **8 years** of full stack and visual design experience. Delivered frontend and backend architectures for Madison Reed's storefront serving **~500k monthly visits** and Maritz's self service platform, achieving **20–60%** conversion increases on **more than 20 sites** through performance, SEO/AEO optimization, and strong UI/UX design, with end to end project ownership and implementation of AI agent workflows and automation.

EXPERIENCE

Senior Software Engineer (Frontend)

10/2025 – 05/2026

AgileEngine - Madison Reed | Remote - Villavicencio/Colombia

Redesigned the Madison Reed hair care brand e-commerce storefront, which supports **~500k monthly visits**, working within a 4–6 person frontend team alongside QA and UI/UX. Implemented component architecture, SEO/AEO optimization, and performance improvements across **18–25 CMS templates**, work the client described as **record speed** delivery.

ACTIVITIES AND RESPONSIBILITIES

- Developed a reusable Vue.js 3 component library with Pug + Stylus, enforcing ADA/WCAG compliance, Core Web Vitals, and SEO/AEO optimization across Vue Router CMS templates, implementing JSON-LD injection and SSR integration.
- Optimized backend Node.js + Express.js + REST API performance through MySQL query refinement, connection pooling, rate limiting, and cache strategies, alongside Vuex/Pinia state management, plus Vite + Webpack code splitting, lazy loading, and prefetching for faster navigation.
- Ensured delivery and quality workflows covering BAs' ACs from Jira tickets and Figma UI/UX designs by using Vitest TDD unit testing, ESLint rules, Storybook documentation, Playwright E2E testing, and PR reviews.
- Created AI assisted validation workflows with Claude Code, Gemini, and Grok LLMs to automate ADA/WCAG compliance, Playwright E2E executions, and Sentry audits pre QA, avoiding regressions, with custom MCP tools and prompt chains for CI/CD and CMS velocity.

KEY IMPACT

- Lifted Lighthouse performance **from 45 to 68** and resolved **30+ accessibility violations**, reducing page navigation from multi second delays to under 100ms.

- Raised Lighthouse SEO **from 25 to 98** (100 on priority pages), grew new users from 5k to 8k monthly, and lifted conversion on redesigned flows **from 20% to 38%** with the landing-to-booking funnel climbing from 6% to 18%.
- Shipped features at **2–3×** previous velocity, reducing ticket cycle time from 3–4 days to 1–2 days and cutting QA rounds from 4–6 to 1–2, a pace the client called **record speed**.

Additional Technologies: JavaScript, HTML5, CSS3, Lazy Loading, A/B Testing, Segment, GPT, LiteLLM

Independent Full-Stack Engineer

01/2018 – Present

Zerønet Labs | Remote - Villavicencio/Colombia

Operating an independent studio since 2018 alongside full time contracts, managing website architecture, design, and core product functionality. Built web applications, component libraries, and automation tools, delivering over **20 websites** for Colombian clients, restaurants, and high traffic brands, each engagement **solo end to end**.

ACTIVITIES AND RESPONSIBILITIES

- Architected backend systems in Python (FastAPI) and Node.js (Express.js, Discord.js, WhatsApp API) with TypeScript, implementing REST APIs, microservices, and monoliths across MySQL + MongoDB, with connection pooling, rate limiting, and caching for customer service bots and admin dashboards.
- Built client website frontends with React, Vue.js, and Next.js + SCSS + Vite + Webpack, implementing UI/UX designs, state management (Zustand, Vuex/Pinia, Context API), and design systems as npm packages with semantic-release, optimizing for SEO/AEO through JSON-LD injection, Core Web Vitals, metadata, and structured data.
- Engineered WhatsApp, Discord, and Telegram customer service bots with Node.js + TypeScript + WebSockets, integrating AI driven flows (Grok, Gemini, OpenAI) via prompt engineering, keyword routing, modular commands, and CRM webhooks with VPS security hardening.
- Deployed and secured production systems on VPS, AWS EC2, and AWS Lambda microservices with CI/CD pipelines (GitHub Actions, GitLab CI, Docker), implementing DDoS protection, Cloudflare Tunnels/Zero Trust, and access controls, owning full cycle delivery from planning through release with code reviews, design patterns, A/B testing, and unit + E2E validation.

KEY IMPACT

- Lifted e-commerce funnel conversions **20–60%** and recovered search rankings, cutting page transitions from 10 seconds to 1 second.
- Reduced client cloud costs by **~30%** and strengthened production security with one command Docker deploys and Cloudflare protection.
- Boosted client customer intake by **~2×** with WhatsApp automation, replacing multi day email workflows with single session guided flows, earning 8/10 positive client reviews.

- Reduced development time from **days to hours** with AI assisted workflows and delivered UI features **~2x faster** with reusable design systems.

Additional Technologies: Bash, Nuxt.js, HTML5, CSS3, Material UI, Styled Components, Turbopack, Babel, Gulp, Grunt, Vercel, Linux, Lazy Loading, Segment, Sentry, GPT, LLM Orchestration, Figma

Senior Full-Stack Engineer

11/2023 – 07/2025

Softtek - Maritz | Remote - Villavicencio/Colombia

Led Maritz's transition, a **\$1.2B** sales incentives provider, from staff only ordering to self service e-commerce on Shopware as the **initial engineer**. Owned storefront architecture, design system, core customizations, and delivery pipeline, and onboarded the team that scaled the platform. The client's project manager credited this work as **key to project success**.

ACTIVITIES AND RESPONSIBILITIES

- Architected Shopware storefront with Symfony PHP + Twig + SASS/SCSS, implementing CMS driven SSR templates for landing, PLP, PDP, cart, and checkout (Cybersource, Apple Pay, Google Pay) with SEO/AEO and ADA/WCAG compliance, standardizing a Vue.js + PostCSS + Babel + Webpack design system with mixins, spacing, typography, and breakpoints.
- Modeled catalog, pricing, and order entities in Symfony + MySQL with Vue.js + Vuex/Pinia + Express.js REST APIs via Shopware's data layer, implementing payment tokenization and webhook signature verification to enforce custom business rules and storefront workflows.
- Extended Shopware core with custom Symfony PHP plugins via REST API, replacing out of the box flows with pricing, ordering, and validation rules for digital and event products, plus Express (Node.js) microservices for non PHP requirements to integrate Maritz's existing systems.
- Led delivery and quality processes through agile task breakdown, code reviews, architecture documentation, Jest TDD unit tests, and Playwright E2E validation, containerizing the environment on Dockware with docker-compose and configuring Azure DevOps CI with linters and Core Web Vitals checks.

KEY IMPACT

- Maintained **100%** of business logic in version-controlled plugins, preserving Shopware's core to allow seamless platform upgrades.
- Delivered a reusable component and pattern library with **~90%** styling reuse that accelerated new developer integration.
- Engineered a self service platform to eliminate manual order entry, projecting **~70%** reduction in processing costs with capacity to scale order volume **3x**.

Additional Technologies: JavaScript, Bash, HTML5, CSS3, Code Splitting, Lazy Loading, Figma

Senior Frontend & Growth Engineer

10/2020 – 11/2023

Cabeza Rota | Remote - Villavicencio/Colombia

Led technology delivery for Cabeza Rota, a Colombian creative studio, building websites for **~10 clients** across **~12 projects**. Oversaw technical architecture, business strategy, and growth optimization, translating high fidelity designs into high performance sites validated by analytics and A/B testing, all at **startup pace**.

ACTIVITIES AND RESPONSIBILITIES

- Architected frontend systems in Next.js, React, Vue.js, WordPress, and Symfony, selecting SSR, SSG, or ISR rendering strategies, optimizing performance and SEO via Core Web Vitals audits, image and video compression (WebP, AVIF, MP4, MOV), code splitting, lazy loading, pre-rendering, and prefetching, guided by Hotjar heatmaps and GA4 analytics.
- Translated high fidelity Figma designs into component libraries and design systems with Vue.js, React, Ant Design, Storybook, SASS/SCSS, and Tailwind CSS, implementing state management (Vuex/Pinia, Zustand, Context API) and responsive strategies.
- Engineered backend systems with ~15 REST APIs in Python (FastAPI) and Node.js (Express.js) for payment protocols, CRMs, admin dashboards, and third party integrations, migrating a Livestock Analytics SaaS from monorepo to modular NestJS backend on AWS EC2 with restructured modules and ORM boundaries.
- Owned CI/CD pipelines and quality processes, writing developer documentation, setup guides, and coding conventions for client teams, reviewing PRs, and introducing Jest, Vitest, and TDD practices that raised test coverage from 50% to 85%, catching regressions before production.

KEY IMPACT

- Lifted conversions **20–60%** through tested funnels, grew organic search traffic **~2×**, and raised A/B test win rate from 30% to 60–70% via data driven iteration.
- Cut page load times from **10s to 3s**, scaled livestock analytics platform to handle 3× data volume, and delivered design systems providing **~70%** reusable components for new sites.
- Left client teams running independently in **days instead of weeks**, kept post-release bugs to 1–2 per month, and lifted test coverage **from 50% to 85%**.

Additional Technologies: Redux, Recoil, GraphQL, Apollo, WebSockets, Heatmaps, MongoDB

EDUCATION

Universidad de Los Llanos

2018 – 2020

Systems Engineering - Relevant Completed Subjects: Fundamentals of Programming - Introduction to Systems Engineering - Logical Thinking - Data Structures - Science, Technology, and Development

Caldas University

2021

Diploma in Basic Programming Skills - Mision TIC 2022