

Juan Diego Salas Jimenez

Fullstack Engineer | Frontend & Backoffice Systems | Fintech & SaaS



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Hidalgo, MX



Professional Summary

Frontend-focused Fullstack Engineer experienced in building backoffice platforms and internal tools for fintech and SaaS environments.

Strong foundation in React and TypeScript, with growing experience in Java (Spring Boot) and AWS for backend integrations.

Collaborates closely with cross-functional teams to deliver reliable, scalable, and user-centered systems that streamline operations and enhance visibility.



Experience

Fullstack Engineer – Clara

Nov 2022 – Present

Mexico City, MX

- Developing **internal platforms** that empower operations and finance teams to manage user accounts, cards, and transactions efficiently across LATAM.
- Building and improving modules for **Users, Cards, Reports, Transactions, and Access Control** using React and TypeScript.
- Collaborating with backend teams using **Java (Spring Boot)** to integrate and optimize APIs for transaction and card operations.
- Currently driving the **migration from Retool to React**, modernizing internal tooling to enhance scalability and reduce dependency on low-code systems.

Stack: React, TypeScript, Java, Spring Boot, AWS, PostgreSQL, Retool

Lead Frontend Developer – zenda.la

Oct 2021 – Nov 2022

Mexico City, MX

- First in-house frontend engineer; rebuilt the **health-insurance web app** with a new UI/UX, improving usability and performance.
- Implemented key features: **subscription management, plan upgrades, payment history, gamification, and biological-age calculator**.
- Developed a new **Next.js landing page**, improving SEO and performance metrics.
- Created a **JavaScript SDK** for partners to embed insurance account access via a single script.
- Mentored a junior frontend engineer and worked closely with product design.

Stack: Next.js, React, TypeScript, MUI, Redux, Styled Components, Ghost, Segment, GTM, GA

Fullstack Developer – Lapzo

May 2021 – Oct 2021

Monterrey, NL

- Worked on the **corporate training platform** for national and international enterprise clients across diverse industries.
- Improved **course search speed and dashboard performance** using optimized SQL queries and caching.
- Supported backend work with **Express** and **Hasura**, improving API reliability and maintainability.
- Worked closely with **cross-functional teams** to ensure technical scalability and alignment with business goals.

Stack: React, TypeScript, Express, Hasura, PostgreSQL

Frontend Developer – Sodisa

Oct 2020 – Apr 2021

Monterrey, NL

- Joined the team as frontend developer and quickly took ownership of the **internal logistics system** after team transition.
- Enhanced UI/UX and implemented real-time tracking for stock and SKUs, helping reduce product loss and improve operational visibility.
- Introduced clean architecture principles and improved app performance through component refactoring.

Stack: React, Next.js, TypeScript, Figma, CSS Modules

Key Projects

- **Backoffice Platform (Clara):** Building internal tools for financial operations, including user, client, and transaction management, while driving the transition from low-code systems to a full React-based architecture.
- **Insurance Platform (Zenda.la):** Refactored entire user experience and implemented SDK for partner integrations.
- **Corporate LMS (Lapzo):** Improved search and progress tracking systems, increasing reliability and performance.
- **Logistics Control (Sodisa):** Modernized UI and added real-time controls, strengthening operational accuracy.

Technical Skills

Frontend: React, Next.js, TypeScript, Redux, Ant Design, MUI, UX/UI, Figma, Tailwind, Retool

Backend / Infra: Java (Spring Boot), Node.js, Express, PostgreSQL, AWS, Hasura, Firebase

Analytics & Fintech: Segment, Google Analytics, GTM, SEO, Ghost CMS, Kafka

Workflow / Ops: GitHub, Jira, Confluence, Agile/Scrum, CI/CD, Linear, Git


Education

B.Eng. in Information and Communication Technologies

Instituto Tecnológico Superior del Occidente del Estado de Hidalgo – Aug 2016 - Dec 2020

Languages

 **Spanish** - Native

 **English** - Professional Working Proficiency

Soft Skills

Leadership · Analytical Thinking · Communication · Mentorship · Design Thinking · Time Management · Adaptability · Strategic Execution

Known for being proactive, adaptable, and supportive within multidisciplinary teams.