LISBEL CRUZ

FRONT-END ENGINEER

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I'm a passionate front-end developer with 8+ years of experience building high-performing, scalable, and user-centric applications. Specializing in modern web technologies and emerging trends. I thrive at the intersection of engineering and design, ensuring seamless user experiences across platforms. Proficient in **TypeScript, JavaScript, and GraphQL**, I develop robust applications using **React, Vue.js, Go**, and **Node.js**, optimizing for performance, scalability, and maintainability. My expertise extends to backend services, API development, and efficient state management, enabling me to craft end-to-end solutions that **drive business value**.

SKILLS

Frontend: React, Vue.js, TypeScript, JavaScript, GraphQL, Tailwind CSS, Chakra UI, CSS/SCSS/LESS, GSAP, SVG Animations
Backend & APIs: Node.js, Express, PostgreSQL, MongoDB, RESTful APIs, GraphQL, Go
State Management: Redux, React Query, React hook forms
Engineering Practices: Unit Testing, Code Reviews, Debugging, Agile/Scrum, Performance Optimization, Problem-Solving
Tools & Build Systems: Webpack, Vite, Gulp, Jest, Git, Docker, Kubernetes
Design: Figma, Adobe XD, Sketch, Zeplin, Photoshop, Illustrator

WORK EXPERIENCE

Catch+Release, CA – Remote   **May 2022 – Feb 2025**
Front-end Engineer

- Developed the frontend for a **content marketplace and licensing platform**, enabling brands to discover and legally license internet content for commercial campaigns.
- Built and optimized highly responsive, performant, and user-friendly web applications using **TypeScript, React, RedwoodJS, GraphQL**, and **CSS** in a fast-paced Agile environment.
- Partnered closely with designers, creative technologists, and backend engineers to develop and refine user experiences that **drive engagement** and **revenue**.
- Refactored legacy code to align with evolving business needs, improving maintainability, performance, and overall code quality, **reducing page load time by 17%.**
- Helped establish a **design system** by creating reusable components, ensuring UI consistency, and boosting development efficiency by **32%.**
- Integrated **GraphQL** to optimize data fetching and improve frontend **performance**.
- Collaborated with cross-functional teams to refine requirements, scope projects, and deliver new features iteratively with speed and predictability.
- Participated in **sprint planning, code reviews, and brainstorming** sessions to maintain high code quality, ensure scalability, and optimize the platform's performance.

Padsquad, NY – Remote   **Nov 2016 – May 2022**
Ad Product Developer

- Lead and assist Product Owners in designing and defining new **interactive ad experiences**.
- Develop features for applications using **HTML5, CSS3, Javascript, Restful API, React, Vue**, and **Unit Testing**.
- Reviewed and optimized codebases, improving **load speeds by 28%** and ensuring clean, maintainable code.
- Collaborate with the team on defining guidelines and good practices. (Code Review)
- Serve as a member of a Scrum team, actively participating in planning sessions, daily stand-ups, and team meetings.

Claro, DR   **Nov 2015 – Nov 2016**
Front End Developer Engineer

- **Redesigned and modernized** outdated internal systems using modern front-end frameworks and UI design, enhancing usability for **500+ daily users.**
- Created **custom features** based on business requirements, improving operational efficiency.
- Translate design to pixel-perfect front-end code.
- Build responsive and interactive microsites on **HTML5 / CSS3** and **JavaScript**.
- Collaborate with creative and development teams to develop cross-product design solutions.
- Design and build interactive prototypes for applications tested with **20+ customers**, leading to **enhanced user experiences.**

EDUCATION

Bachelor's degree, Graphic Design – APEC University,   DR, (**May 2016**)

Associate's degree, Multimedia – Las Americas Institute of Technology (ITLA)   DR, (**May 2012**)

HTML, CSS and Javascript – The Hong Kong University of Science and Technology   Coursera, (**Feb 2016**)

ADDITIONAL INFO

- **Portfolio:** lisbelcruz.com

- **Languages:** English, Spanish