

# Eduardo Sotero

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Senior Software Engineer | Design Engineer | Frontend-Leaning Full Stack Engineer | Americas-based | Available to work EST hours

## PROFESSIONAL SUMMARY

Frontend-leaning Senior Software Engineer with 10+ years of experience building customer-facing web experiences, marketing pages, product pages, reusable components, design systems, and scalable full-stack applications across startups and enterprise environments. Specialized in JavaScript, React.js, Next.js, TypeScript, Node.js, frontend architecture, CMS integrations, performance, accessibility, and maintainable component systems. Known for translating design mockups and business requirements into polished, responsive, pixel-perfect interfaces that improve user experience, developer experience, delivery speed, and code quality.

**Design-to-Code Examples:** [Hidden Valley](#) and [Kingsford](#) - complex branded web experiences for The Clorox Company demonstrating pixel-perfect design implementation, responsive UI, and interactive marketing pages.

## CORE SKILLS

JavaScript, TypeScript, React.js, Next.js, Node.js, HTML, CSS, SCSS, Tailwind CSS, Styled-components, GraphQL, Apollo, REST APIs, Gatsby, Storybook, Redux

Frontend Architecture, Design Systems, Reusable Components, Pixel-Perfect UI, Responsive Web Design, Accessibility, Performance Optimization, Maintainability, Code Quality, Developer Experience, SEO Best Practices, CMS Integration

HubSpot, Google Analytics, Google Tag Manager, Figma, Prismic, Strapi, WordPress, Shopify, Vercel, AWS, Firebase, Docker, GitHub, Webpack, ESLint, CI/CD, Jest, Cypress

## PROFESSIONAL EXPERIENCE

**React Developer** | Rooms To Go | 2022 - Present

- Built scalable React and Next.js frontend systems for a high-traffic eCommerce platform, improving product discovery, customer-facing user experience, and long-term maintainability.
- Architected a GraphQL BFF layer and reusable UI/design system foundations with React, Gatsby, Next.js, Apollo, Storybook, and Strapi, reducing duplicated work and improving developer experience.

**Software Engineer** | FemTec Health Inc / Birchbox | 2022

- Integrated CMS-driven workflows with Prismic across regional Birchbox eCommerce platforms, enabling non-technical teams to manage localized content efficiently.
- Built reusable Next.js, TypeScript, and Tailwind CSS frontend structures for US, UK, and ES markets, improving consistency across customer-facing eCommerce pages.

**Senior Front-end Engineer** | Mothership | 2022

- Translated redesign requirements into modern React and Next.js product pages aligned with frontend architecture, performance, and maintainability goals.
- Refactored a complex map-based interface and integrated HubSpot lead-capture workflows using Next.js, React, GraphQL, Styled-components, REST APIs, and Apollo.

**Front-end Engineer** | Lithios Apps | 2021 - 2022

- Built reusable React components and scalable frontend structures across multiple startup projects, helping teams iterate quickly while maintaining quality and consistency.
- Collaborated with backend and product teams to deliver client-facing web applications using React, REST APIs, Redux, Jest, Tailwind CSS, and Styled-components.

**Front-end Developer** | The Clorox Company | 2021 - 2022

- Led migration from legacy frontend systems to a modern Next.js architecture, improving performance, scalability, maintainability, and delivery speed across customer-facing pages.
- Built polished marketing and product web experiences across multiple brands, including complex UI implementations for Hidden Valley and Kingsford, translating campaign designs into responsive, accessible interfaces.

**CTO | Lead Front-end Engineer** | Artio Events, Inc. | 2020 - 2021

- Owned frontend architecture for a startup product, establishing reusable React/TypeScript component patterns that improved delivery speed, consistency, and maintainability.
- Led end-to-end architecture for a real-time events platform using React, Next.js, TypeScript, Gatsby, REST APIs, Firebase, PostgreSQL, AWS, WebRTC, and Socket.IO.

**Front-end Engineer** | Feracode | 2019 - 2020

- Led frontend and architecture decisions for a multi-platform media exchange product using React, TypeScript, Node.js, GraphQL, and REST APIs.
- Led a team of 4 engineers and delivered integrations, reusable frontend patterns, and tested features across web, mobile, and API surfaces.

**Front-end Developer** | CreativeDrive | 2018

- Translated designer-provided visual concepts into responsive, production-ready React and Angular interfaces under tight agency deadlines.
- Improved UI consistency by applying reusable frontend patterns across multiple client-facing projects.

**Web Developer** | VHL Sistemas | 2017 - 2018

- Built and maintained frontend features for a core time management platform using AngularJS, Vue, PHP, SCSS, and REST APIs.
- Improved development efficiency and reliability by establishing reusable component patterns and introducing end-to-end testing with Nightwatch.js.

## EDUCATION

Bachelor's Degree in Information Systems | University of South Santa Catarina | Santa Catarina, Brazil | 2011 - 2016

Technician in Systems Engineering | National Service for Industrial Training | Sao Jose, SC, Brazil | 2009 - 2010