Gastón Martín Gracis

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With over 15 years in full-stack web development, specializing in frontend and currently working with React, Next.js, and AWS. At CAME, a prominent business organization in Argentina, I lead the development team and serve as a Functional Analyst for the management software, optimizing systems and creating intuitive interfaces that enhance user experience. Additionally, in my freelance projects, I have developed online stores, professional websites, and management platforms with a focus on SEO and automation. I am passionate about teamwork and transforming ideas into impactful digital solutions.

PROFESSIONAL EXPERIENCE

CAME - Confederación Argentina de la Mediana Empresa   *Julio 2009 – Present*
Web Developer - Functional Analyst

- I developed a platform in React to showcase Argentinian SMEs in Brazil, using Strapi as the CMS and Chakra UI as the UI library, hosted on AWS. This platform (br.came.ar) allows visibility and access to Argentinian SMEs in the Brazilian market.
- I led the creation and establishment of the multimedia team, where we designed various graphic pieces, produced videos, and handled multimedia documentation of events. I also managed the migration of magazines and books to a web format, improving accessibility and content dissemination.
- I implemented SEO solutions for the website, optimizing news communication strategies with a focus on content enhancement, which contributed to increased visibility and reach in search engines.
- As a functional analyst, I identify areas for improvement in team procedures, translating these improvements into interfaces applied within the internal management system. This work facilitates operational efficiency and collaboration across teams.
- I collaborate daily with the help desk, implementing new tools and enhancing internal processes. This ensures that teams have the necessary support and tools to optimize their performance.

Kreativa INC   *April 2023 – Present*
Full-Stack Developer

I optimize and develop full-stack solutions across multiple freelance projects for the agency, ranging from building custom websites in WordPress to designing and configuring email marketing campaigns. I make improvements and corrections in existing developments, ensuring functionality and performance optimization.

- I developed a temporary promotion platform using Next.js, integrating APIs for product recognition in purchase receipts. The system automatically processes data to identify promotional products and assign benefits to participants.
- I implemented a scalable infrastructure in AWS (EC2 instances) with automatic deployments via GitHub Actions, optimizing production efficiency and facilitating maintenance.
- I integrated Strapi as the CMS, Shadcn as the UI library, Tailwind CSS, and managed process queues with BullMQ, enhancing processing speed and user experience.
- I collaborate with design and marketing teams to align platform functionality and aesthetics with campaign objectives, improving user engagement and the effectiveness of digital strategies.

EDUCACIÓN

UNIVERSIDAD DE PALERMO *2009 - 2014*
B.A. in Design and Communication in Image and Sound
Design branding, Digital Cinema, Graphic Production, Web Positioning, Audiovisual
Technique Workshops.

DIGITAL HOUSE *2017*
Full Stack Web Programming

CODERHOUSE *2018- 2024*
Next.js; React JS; SEO; UX/UI Design

GOOGLE *2022*
UX Design

PunchIT / LVL UP *2023*
Agile Methodologies; FrontEnd Developer with React JS

ADDITIONAL SKILLS

Languages: Spanish (native) and English (advanced reading and writing skills; intermediate conversational level).

Technical Skills

- **Frontend and Backend:** Experience in ReactJS, Next.js, Node.js, JavaScript, HTML5/CSS3, jQuery, Bootstrap, and Tailwind.
- **Backend and Databases:** Skilled in technologies like PHP, Laravel, MySQL, and GraphQL, with deployments in AWS and automation using GitHub Actions.
- **CMS and Web Development:** Extensive knowledge in WordPress and Strapi, focusing on SEO, UX/UI, and performance optimization for scalable projects.
- **Multimedia production and design:** Creation of visual assets, multimedia content, and design of digital experiences, using tools like Adobe Creative Suite.

Soft Skills

- **Team leadership:** Experience in establishing and coordinating multimedia teams, fostering a collaborative and results-oriented environment.
- **Analytical thinking:** Ability to identify areas for improvement in processes and systems, transforming them into functional and efficient solutions.
- **Effective communication:** Skilled at working with teams and collaborating across departments to ensure alignment of technical and business objectives.
- **Adaptability and continuous learning:** Flexible in adapting to new technologies and methodologies, with a constant focus on improvement and knowledge update.
- **Customer orientation:** Focused on meeting the needs of internal and external clients, prioritizing user experience and quality in each project.

For more information about my projects and experience, please visit my portfolio at gastongracis.dev.