

ABRAHAM SERRANO MONTIEL

FRONT END DEVELOPER

I am a proactive, self-taught, and responsible individual with strong interpersonal skills. As a React Front End Developer, I hold a degree in Computer Science. I have successfully developed the car configurator for Hyundai and implemented widgets into TUDN site, specializing in code refactoring and optimization. I consistently engage in personal projects, including those using the MERN stack and exploring emerging technologies. I am passionate about contributing to innovative projects that make a significant impact.

• CONTACT



[linkedin.com/in/abraham-serranom/](https://www.linkedin.com/in/abraham-serranom/)



771-129-3478



abrahamserrano96@hotmail.com



abrahamsm.com



github.com/AbrahamSM96

• EDUCATION

Universidad Autónoma del Estado de Hidalgo (ICBI)

Bachelor's Degree in Computer Science (2014 - 2018)

• COURSES / LANGUAGES

Frontend Developer Course (2020)

Platzi

ReactJs Course (2020)

Platzi

Backend NodeJs Course (2019)

Platzi

Web Development Online Course (2021)

Platzi

GraphQL (2022)

Platzi

Ingles B2

• JOB EXPERIENCE

Front End Developer

(Televisa/Univision) (January 2023 - February 2024)

We undertook a complete rebranding of TUDN using new technologies. For the new architecture, we implemented NextJS to facilitate server-side rendering, providing users with the best experience and reducing the 'time to first byte,' making it one of the fastest sports web pages in the world. We optimized bundle weight by utilizing Tailwind CSS, which is friendly with builds. To manage data storage from the CMS, we employed Relay with GraphQL, ensuring we only receive the necessary data. For global state management, we utilized Zustand due to its lightweight. Additionally, for E2E testing, we employed React Testing Library with Jest.

Front End Developer

(Televisa Digital) (June 2021 - December 2022)

I specialize in creating functional components using the React framework, with a focus on NextJS. I have a proven track record of resolving issues in web applications, including those for TUDN, Las Estrellas, Canal 5, among others. My expertise lies in performance optimization and SEO, and I adhere to best practices in JavaScript. I played a key role in the rebranding of TUDN and the unification of ONE TUDN in both Mexico and the USA. We used Jest for testing and utilize Tailwind CSS for styling

Rebranding configurador hyundai

(August - September 2022)

I spearheaded the development of a new rebranding car configurator, focusing on filtering, manage of arrays and visualization of 360-degree images. I utilized NextJS for Server Side Rendering to create static pages. CSS modules and Material UI were employed for layout design, while Redux Toolkit was utilized for managing global state.

Front End Developer

(September 2020 - May 2021)

I led the development of a car configurator for Hyundai using React and the Gatsby framework, with vanilla CSS. I integrated libraries for 360-degree images, panoramic images, and the Material UI. Additionally, I established connections with GraphQL, utilized Hooks and the Context API, implemented local storage, and leveraged AWS cloud services.



• PERSONAL PROJECTS

Movies

I developed a Progressive Web App (PWA) using React, which consumes a movies and series API in GraphQL with React Apollo. I implemented global state management using Redux to allow users to add their favorite movies to favorites and store them in LocalStorage. I managed routes with Reach Router and styled components using Styled-Components.

- <https://movie-mon-frontend.now.sh/>

Star Wars

Web app built with React, API consumption with fetch, using Redux for managing favorite characters, and featuring a Gmail login provided by Firebase.

- <https://swappi-test-liver-abrahamserrano96.vercel.app/login>

Portfolio

Built with NextJS for SSR, React Context for global state management for language change and 'dark mode', using CSS modules, hooks, and an animation library. Deployed on Vercel. Also, created an API with NodeJS to consume my own information deployed on Vercel.

- abrahamsm.com

Hyundai Rebranding Car Configurator

- <https://hmm-byo2.hyundaimotormex-leads.com>

Hyundai Car Configurator

- <https://hmm-byo-stage.hyundaimotormex-leads.com/>

TUDN rebranding

- <https://www.tudn.com/mx/>