Daniel De Ruvo

Senior Frontend Engineer · Product Mindset · AI-powered Interfaces · Tech Lead

Argentina (remote, US time-zone overlap) · +54 9 11 6591 1732 · deruvodaniel@gmail.com
linkedin.com/in/deruvodaniel · github.com/deruvodaniel · portfolio-daniel-de-ruvo.vercel.app

SUMMARY

Product-minded Senior Frontend Engineer with 6+ years building fast, accessible products in React, Next.js and TypeScript. Tech Lead of a 15-person frontend team serving 10+ clients across North America, Europe and LATAM, working close to product on discovery, backlog prioritization and MVP scoping. Works with AI agents daily (Claude Code, Codex, Cursor, MCP) and cut MVP delivery time by up to 40% with AI-assisted workflows. Strong in design systems, micro-frontends and accessibility.

EXPERIENCE

Senior Frontend Developer / Tech Lead, UX Development · Making Sense Jul 2022 – Present

- Lead a 15-person frontend team (UX Development area) across 10+ international clients as acting area manager: delivery, architecture, code quality, 1:1s, performance reviews and staff augmentation.
- Cut MVP delivery time by up to 40% by bringing AI into discovery, UI/UX and coding workflows (Claude Code, Codex, Cursor).
- Ran discovery and MVPs end to end with product leads: backlog prioritization, scope trade-offs, client demos.
- Led two Java to React migrations, improving performance, reaching WCAG 2.1 AA and lifting client conversion ~10%.
- Architected React/Next.js apps, micro-frontends and design systems (Storybook, design tokens) shipped to production with strong SEO and Lighthouse 95+ scores; contributed React Native features for mobile.
- Built data-heavy dashboards over large datasets (D3, Chart.js, Recharts on GraphQL), SMS marketing features for Attentive and SendGrid email templates for Vetsource.
- Set up E2E testing (Cypress, Playwright), Datadog observability and CI/CD pipelines to Vercel and AWS.
- Ran hiring for the area: interviewed 30+ candidates; designed the technical challenge and onboarding process.
- **Clients:** Sony, Attentive, Vetsource, Aquia, MM411, CPI, VAS, Albor, Fox Rent a Car, Gramercy Clinic.

Web Development Professor · Coderhouse Feb 2023 – Jul 2024

- Taught 60+ students HTML, CSS, JavaScript, React and Git; mentored capstone projects with high satisfaction ratings.

Frontend Developer · Garaje de Ideas Americas / Vidoomy Mar 2020 – Jul 2022

- Ran 25+ A/B tests (Vanilla JS, Google Optimize) for fintech and banking clients in Argentina and Spain (Banco Santander).
- Built an internal Vue.js SPA for video advertising operations, cutting campaign setup time by 35%.

SELECTED AI PROJECTS

- **AI Sticker Generator** — React + Express app that generates stickers with the OpenAI Images API (generation and selfie edits), composites overlays client-side, stores results in Supabase and triggers n8n workflows.
- **FuelCore AI** — nutrition app with onboarding questionnaires, personalized meal plans and AI-generated recipes using the Gemini API.
- **Production-Ready UI** — Next.js + TypeScript design system starter: tokens, accessible components, Storybook.

SKILLS

AI engineering: Claude Code, Claude API, MCP, agents & skills, Cursor, Codex, OpenAI & Gemini APIs, n8n
Frontend: TypeScript, JavaScript, React, Next.js, React Native, Vue.js, GraphQL, REST
UI & design systems: Tailwind CSS, shadcn/ui, Radix, MUI, Storybook, Sass, Figma, design tokens, WCAG 2.1 AA
Product: discovery, backlog prioritization, MVP scoping, stakeholder management, Scrum/Agile
Backend (working knowledge): Node.js, Express, REST, SQL, Supabase, Firebase
Testing & delivery: Jest, Cypress, Playwright, GitHub Actions, Jenkins, Docker, Vercel, AWS
Data & platforms: D3, Recharts, Datadog, GA/GTM, A/B testing, Contentful, Strapi, AEM, HubSpot, Stripe

CERTIFICATIONS

Anthropic: Claude Certified Architect (in progress), Claude Code 101, Intro to Skills & AI Agents, Claude API (2025)
Product Owner & Product Mindset, Kinetic (2024) · Frontend React.js, Coderhouse (2022) · Scrum Basics, LinkedIn (2021)

EDUCATION & LANGUAGES

B.A. Design & Visual Communication, National University of Lanús (2012) · Network & Internet Infrastructure, Cisco (2012)
English: professional working proficiency · Spanish: native