

Marce Romero

Frontend Engineer | Web Platform & UI Engineering

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Sonora, Mexico (Remote)

Professional Summary

Frontend Engineer with 6+ years of experience building, stabilizing, and optimizing large-scale web platforms and SaaS interfaces. Experienced working with multi-tenant website architectures supporting over 2,000 active production sites across North America and Latin America. Specialized in UI engineering, legacy system stabilization, frontend performance optimization, and diagnosing complex production issues in distributed web platforms. Combines a background in Information Systems and Graphic Design to bridge design systems, frontend architecture, and user experience.

Key Achievements

- Maintained and stabilized a legacy SaaS website builder powering 2,000+ franchise websites across the US, Canada, and LATAM.
- Diagnosed and resolved platform-wide UI rendering issues affecting multiple franchise networks and high-traffic client websites.
- Improved Core Web Vitals performance and mobile rendering through targeted frontend optimizations including lazy loading, asset optimization, and script execution improvements.
- Developed reusable UI components and marketing modules deployed across franchise websites to support conversion-focused page layouts.
- Contributed to a global enterprise migration to Adobe Experience Manager (AEM) for Thermo Fisher Scientific.

Technical Skills

- JavaScript (ES6+), HTML5, CSS3, Python, PHP
- Frontend Engineering: React (learning), Ruby, jQuery, Bootstrap, Tailwind CSS, Responsive Design, Cross-Browser Compatibility
- Web Platforms: Ruby on Rails (environment), Hotwire / Turbo
- CMS & Platforms: WordPress, Elementor, WooCommerce, Adobe Experience Manager (AEM)
- Performance & Debugging: Chrome DevTools, Lighthouse, Core Web Vitals optimization, asset optimization, lazy loading
- Automation & Integrations: Zapier, Airtable, REST APIs

- Tools & Infrastructure: Git / GitHub, VSCode, Docker (local development), AWS S3, Jira
- Analytics: Google Analytics (GA4), Google Tag Manager, Looker Studio

Professional Experience

Frontend Engineer (Customer Success Specialist)

Empowerkit - Envato

Nov 2022 - 2024

- Worked on a legacy SaaS website builder supporting 2,000+ production websites used by franchise organizations across North America and LATAM.
- Platform Stability & Debugging
Diagnosed and resolved complex frontend issues involving responsive navigation, mobile rendering, asset loading, and cross-browser compatibility.
- Stabilized a 10+ year legacy platform, implementing targeted CSS and JavaScript patches when direct architectural changes were not possible.
- Investigated and resolved platform-wide UI rendering issues including deprecated font assets affecting SEO and visual consistency.
- Performance Optimization
Conducted regular performance audits using Lighthouse and Chrome DevTools.
- Implemented optimizations such as lazy loading, asset minification, and render-blocking script reduction.
- Improved Core Web Vitals performance across multiple high-traffic client websites.

UI Engineering

- Developed reusable UI components including improved carousel functionality and marketing CTA modules used across franchise websites.
- Implemented UI enhancements requested by high-value franchise clients to support marketing and conversion goals.

Workflow Automation

Built internal automation workflows using Zapier and Airtable to bridge Freshdesk ticketing with operational task management, improving internal visibility and reducing manual coordination.

Enterprise CMS Consultant (Contract)

Thermo Fisher Scientific

2021 - 2022

- Contributed to a large-scale migration of enterprise websites to Adobe Experience Manager (AEM).
- Implemented modular frontend components supporting product content architecture across global websites.
- Worked with distributed teams across the US, Europe, and India to ensure design system compliance and content integrity.
- Supported localization and global content workflows for enterprise product pages.

Freelance Web Developer

Self-Employed

2018 - Present

- Designed and developed custom websites, landing pages, and e-commerce platforms for small businesses and international clients.
- Built WordPress-based websites and WooCommerce online stores.
- Developed interactive landing pages including ticket selection systems with dynamic map interfaces.
- Implemented custom frontend scripts extending CMS functionality.

UX/UI Designer (Internship)

ZAKKI - SaveMe

2020 - 2021

- Designed user flows, wireframes, and high-fidelity prototypes using Figma.
- Conducted usability testing and design validation with product teams.

Education

B.S. Information Systems

Universidad de Sonora

B.A. Graphic Design

Universidad de Sonora

Certifications

Frontend Web Development – Udemy

JavaScript & React Training – Coursera

Languages

Spanish – Native

English – Professional Proficiency