



Myrna Martínez

SENIOR FRONTEND DEVELOPER

SUMMARY

Senior Frontend Developer specializing in scalable UX-driven platforms, design systems, and white-label architecture. I focus on building reusable frontend ecosystems that unify performance, accessibility, and visual storytelling while supporting dynamic, content-driven experiences.

Based in Mexicali, Baja California, I build with pixel-perfect attention to detail, delivering precise UX/UI implementation and distinctive web experiences. My work bridges technical precision with creative vision, developing modern interfaces using the Vue.js and Nuxt.js ecosystem, Tailwind CSS, and scalable component architectures while integrating APIs, headless CMS platforms, and dynamic content systems.

My background in photography, digital design, and beauty artistry sharpens my visual intuition, influencing how I approach composition, color harmony, interaction polish, and overall user perception. I enjoy guiding teams technically while collaborating closely with design and product stakeholders to create cohesive, user-centered digital experiences that scale across brands and platforms. Fluent in Spanish and English.

WORK EXPERIENCE

Senior Frontend Developer

DNA Fund | Nov 2024 - Present

- Engineered white-label frontend platforms using Vue 3 and Tailwind CSS, designing reusable UI frameworks that allow rapid brand adaptation while maintaining performance, accessibility, and cohesive user experience.
- Built scalable, JSON-driven content architectures to minimize code redundancy and improve content flexibility across multi-platform deployments.
- Developed and maintained a design system and component library that standardized UX patterns across multiple corporate environments, improving cross-team consistency and development velocity.

Senior Frontend Developer

Randstad Nearshore | Aug 2023 - Nov 2024

- Led frontend architecture and design system strategy for the Philips Talent Pool platform, establishing scalable component standards and implementation guidelines that improved design consistency, developer efficiency, and long-term maintainability.
- Directed collaboration between design and engineering teams to ensure pixel-perfect UX implementation while optimizing accessibility, semantic structure, and responsive performance.
- Architected a headless CMS ecosystem using Directus + GraphQL, enabling fully configurable UI experiences where clients can dynamically control branding, typography, and content without developer intervention.

PERSONAL INFO

📍 Mexicali, Baja California, México

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SKILLS

TECHNICAL

HTML + CSS	●●●●●●●●●●
JavaScript	●●●●●●●●●●
Vue.js	●●●●●●●●●●
Tailwind CSS	●●●●●●●●●●
Bootstrap	●●●●●●●●●●
REST APIs	●●●●●●●●●●
WordPress	●●●●●●●●●●
Shopify	●●●●●●●●●●
Directus + GraphQL	●●●●●●●●●●
UX / UI	●●●●●●●●●●
MySQL	●●●●●●●●●●
Git	●●●●●●●●●●

CORE STRENGTHS

- UX-Driven Frontend Architecture
- Design Systems & Component Ecosystems
- White-Label Platform Engineering
- Experience-Focused UI Development
- Cross-Disciplinary Leadership (Design + Engineering + Product)
- Scalable Content & Data-Driven Frontend Structures
- Pixel-Perfect Implementation & Motion-Aware UX

Problem Solving	UX/UI Design
Project Management	Graphic Design
Leadership	Photography
Creative Thinking	

Adobe Illustrator	●●●●●●●●●●●●●●●●
Adobe Photoshop	●●●●●●●●●●●●●●●●
GitLab / GitHub	●●●●●●●●●●●●●●●●
Jira	●●●●●●●●●●●●●●●●
Figma	●●●●●●●●●●●●●●●●
Adobe Lightroom	●●●●●●●●●●●●●●●●
Adobe Premiere Pro	●●●●●●●●●●●●●●●●
Adobe After Effects	●●●●●●●●●●●●●●●●

Digital Graphic Design Engineering
CETYS Universidad Campus Mexicali

- Lead Engineer

- Promoted to Lead Engineer for outstanding achievements. In addition to my front end responsibilities, successfully led team, managed projects, delegated tasks, planned technically and conducted code reviews.
- Implemented a standardized and clean code structure in Vue.js, incorporating default responsive breakpoints and variables using SASS. This ensured consistency, maintainability, and semantic structure across each website's codebase.
- Utilized WordPress as a powerful content management system (CMS) to create an API for seamlessly managing dynamic content in a Vue.js website.

- Joined a team to maintain and implement new features to a platform using Laravel and Bootstrap.
- Designed and built an e-commerce website using Shopify.
- Built multiple responsive websites using WordPress and Vue.js, implementing SASS to enhance styling and maintain code scalability.
- Utilized version control systems, such as Git, for seamless collaboration and efficient code management.

- Built responsive websites using WordPress, HTML5, CSS3 and Bootstrap, ensuring cross-browser compatibility and performance.
- Designed wireframes, prototypes, mockups and UI of different platforms, leveraging various Adobe Creative Cloud tools.