

Ariel Itzli Molina Sánchez

Frontend Tech Lead

Career Summary

Frontend Tech Lead with over 8 years of experience building modular and scalable UI systems. Specialized in frontend architecture, design systems, and improving developer experience (DX). Currently leading the frontend infrastructure at EFEX, where I design and implement microfrontend-based platforms using Nx, React, and internal tools for automation, quality control, and design token management. Passionate about crafting consistent, reusable experiences through clear structure, thoughtful code, and strategic componentization.

Summary of Qualifications

- Frontend Architect with 8+ years of experience in scalable UI systems using React and TypeScript.
- Specialized in microfrontend architecture, design systems, and DX automation.
- Skilled in Nx, Vite, Zustand, React Hook Form, Material UI, and Tailwind CSS.
- Experienced in building shared libraries: design tokens, themes, components, and hooks.
- Strong advocate of clean code, component-based design, and performance-driven development.
- Agile team leader with a focus on mentoring and workflow optimization.

Languages

- Spanish (native speaker)
- English (intermediate-advanced)

EXPERIENCE

EfexPay (Finance)

Jan. 2025 – Present

Frontend Tech Lead & Architect

- Architecting a microfrontend-based platform using Nx, Module Federation, and a scalable design system.
- Maintained a monorepo for shared libraries: tokens, themes, UI components, hooks, and utilities, improving reusability and reducing duplication across the organization.
- Developed custom CLI tooling for PR automation, versioning, and changelog generation.
- Defined best practices for frontend quality, release processes, and componentization strategy.
- Introduced Storybook, Vitest, and GitHub Actions for improved testing and DX.
- Implemented strategic DX enhancements and internal documentation standards.
- Collaborate cross-functionally with backend and product teams to align on system architecture and roadmap.

Jan. 2023 – Jan. 2025

Senior Frontend Developer

- Led the development of core product features using React, TypeScript, and Material UI.
- Contributed to the redesign and optimization of major application flows including payments, onboarding, and user management.
- Built new sections from scratch, such as landing pages and legal documents area using Next.js.

- Implemented role-based access controls and views for user management.
- Improved the codebase by promoting clean architecture, component reuse, and DX tooling adoption.
- Supported the creation of internal libraries for tokens, components, and themes.
- Participated in code reviews, knowledge-sharing sessions, and team onboarding efforts.

Branch.io (Mobile Infrastructure / Attribution Tech)

Nov. 2022 - Sept. 2024

- Worked across two frontend teams (Advertiser Dashboard and Customer Platform), contributing to separate verticals under a shared architecture.
- Developed a visual analytics dashboard for advertisers, integrating complex data visualizations and collaborating with cross-functional stakeholders.
- Designed and implemented management views for user control and permissions, enhancing administrative oversight for account owners.
- Improved UX flows for data readability, usability, and onboarding across different customer-facing tools.
- Delivered reusable components and utilities to promote consistency and maintainability across teams.
- Acted as a liaison between product and engineering groups to align technical priorities with business needs.

GLOBANT (Mexico City)

Apr. 2021 - Nov. 2022

American Century Investments

Frontend Lead

- Developed and implemented a complete product from scratch, integrating backend via REST API.
- Created a marketplace to unify different products/services/documents, with search and filter capabilities based on user roles and permissions.
- Developed and managed the design system project, providing support to the customer and development teams.
- Supported other teams in consuming the design system.
- Provided support for pages built with NextJS.
- Developed a project to centralize information from different company areas, making it easily accessible to various team members across different departments.

RAO File Viewer

Mar. 2020 - Apr 2021

Frontend developer

- Developed and implemented a complete product from scratch.
 - Encryption/decryption of sensible data using cryptoJS.
 - Access restricted to the application via encrypted login.
 - Inview edition of shown files (rotate, scale, zoom in/out).
 - Developed an owner calendar to select months and days.
- Technologies used in the project: Angular, Typescript, SASS, RXJS, cryptoJS

MINDS WITH PURPOSE (Business Consulting)

Aug. 2019 – Aug. 2022

Frontend Developer (Freelance)

- Developed an application from scratch for expert-client interactions, including onboarding for each user type.
- Implemented complex search filters to find experts, and managed service requests, acceptances, rejections, and reschedules based on user availability.
- Integrated video chat functionality between experts and clients, with control over date and time duration.
- Made corrections and recommendations to improve UX flow.
- Managed payment processes using Stripe.
- Created an alternate control panel for administrators.
- Utilized tools such as ReactJs, SASS, BEM, Stripe, and OpenTok for video chat.
- Integrated with backend systems via API consumption.
- Proposed and implemented new features for enhanced functionality.

ATOMS ECOMMERCE (E-commerce)

Mar. 2019 - Feb. 2020

Frontend Lead

- Designed and implemented workflows to enhance team productivity and performance.
- Established standards for groundwork and project templating.
- Developed methodologies for using Git for code control, including commit structure and repository naming conventions.
- Fixed and developed missing functionalities in stores based on VTEX.
- Led the development of projects from scratch using Shopify, tailoring each store to client-specific requirements.
- Utilized development tools such as Liquid, Bootstrap, SASS, BEM, and React.

ZERMAT USA (Mexico City)

Oct. 2018 – Mar. 2020

Frontend Developer

- Migrated the sellers platform from AngularJs (version 1) to ReactJs.
- Implemented required functionalities to enhance platform performance.
- Developed internal microsities to support various business needs.
- Corrected and improved existing functionalities for better user experience

Digimundo Technologies (Mexico City)

Nov. 2016 – Feb. 2018

Frontend Lead (Sept. 2017 - Feb. 2018)

- Maintained communication between clients and developers to ensure project alignment.
- Conducted requirements surveys to understand client needs.
- Guided clients to the best possible solutions.
- Managed project controls and timelines.
- Oversaw the development of new projects tailored to client needs.
- Implemented required functionalities to meet project specifications.
- Developed enterprise web pages to support business operations.

Frontend Developer (Nov. 2016 - Sept. 2017)

- Created new projects to align with client needs.
- Implemented required functionalities for various projects.
- Developed enterprise web pages to enhance business processes.

Education

Universidad Latinoamericana (ULA) , Mexico City, Mexico	Jan. 2022 – Jan. 2025
Computer Systems Engineer	

Escuela Superior de Cómputo (ESCOM) , Mexico City, Mexico	Aug. 2016 – Nov. 2017
Computer Systems Engineer	