

# Ariel Itzli Molina Sánchez

## Staff Frontend Engineer

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### CAREER SUMMARY

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Staff Frontend Engineer with 9+ years of experience building modular, scalable UI platforms for fintech and enterprise environments. Currently leading the Frontend Squad at EFEX, where I architected the migration from monolithic to micro-frontend architecture using Webpack Module Federation and Nx, growing the platform from \$25M to \$100M+ USD in monthly transaction volume and reducing time-to-market by 70%. I design and maintain multi-package design systems (MUI + Style Dictionary), build CI/CD automation tooling, and own the technical roadmap to scale the frontend team from 3 to 8+ engineers. Passionate about building autonomous systems that empower teams — not just writing good code.

### CORE COMPETENCIES

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**Frontend Architecture:** React 18, TypeScript, Webpack Module Federation, Micro-frontends, Nx Monorepo

**Design Systems:** Material UI (MUI v6), Style Dictionary, Storybook, Design Tokens, Component Libraries

**State & Data:** Zustand, Redux (migration experience), React Hook Form, REST APIs

**DX & Tooling:** Vitest, GitHub Actions, Custom CLI tools, Semantic Versioning, Changelog Automation

**Practices:** Agile/Scrum, Code Reviews, Mentoring, Cross-functional Collaboration, Technical Roadmapping

**Languages:** Spanish (native) • English (professional proficiency)

### PROFESSIONAL EXPERIENCE

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**EFEX** (Fintech) — Remote

Jan 2023 – Present • 3+ years

**Staff Frontend Engineer** • Jan 2026 – Present

- Lead the Frontend Squad and own the technical transformation from monolithic to micro-frontend architecture, supporting \$100M+ USD in monthly transaction volume.
- Architected and led migration to micro-frontends using Webpack Module Federation and Nx, reducing time-to-market by 70% and eliminating backend deployment bottlenecks.
- Designed and implemented EFEX's multi-package Design System powered by MUI and Style Dictionary, establishing design tokens and component libraries across platforms.
- Built Mock Service infrastructure that decouples frontend demos from backend dependencies, eliminating demo instability for sales presentations.
- Established technical roadmap to scale frontend team from 3 to 8+ engineers, including hiring strategy, onboarding systems, and architectural guidelines.
- Defined coding standards, architectural patterns (adapter/repository), and review protocols adopted across all frontend projects.
- Created CI/CD automation tools using custom CLIs and GitHub Actions for production releases, branching, semantic versioning, and changelog generation.
- Built host application infrastructure with lazy-loading and Zustand for global state management across micro-apps.

### **Frontend Tech Lead & Architect** • Jan 2025 – Dec 2025

- Architected the 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.
- Collaborated cross-functionally with backend and product teams on system architecture and roadmap.

### **Senior Frontend Developer** • Jan 2023 – Dec 2024

- 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.
- 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.

### **Branch.io** (Mobile Infrastructure / Attribution Tech) — Remote, Contract

Nov 2022 – Sep 2024 • Senior Frontend Engineer

- 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 with cross-functional stakeholders.
- Designed and implemented management views for user control and permissions, enhancing administrative oversight.
- Improved UX flows for data readability, usability, and onboarding across 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** — American Century Investments — Mexico City, Remote

Mar 2020 – Nov 2022 • 2 years 9 months

#### **Tech Lead / Senior Frontend Developer** • Feb 2022 – Nov 2022

- Developed and implemented a complete product from scratch, integrating backend via REST API.
- Created a marketplace to unify products, services, and documents with role-based search and filter capabilities.
- Developed and managed the design system project, supporting customer and development teams.
- Built a project to centralize cross-departmental information, improving accessibility for team members.
- Provided support for pages built with Next.js.

#### **Frontend Developer** • Mar 2020 – Feb 2022

- Developed a complete product from scratch with encryption/decryption of sensitive data using CryptoJS.

- Built application with encrypted login, in-view file edition (rotate, scale, zoom), and calendar functionality.
- **Technologies:** Angular, TypeScript, SASS, RXJS, CryptoJS.

**Minds With Purpose Ltd** (Business Consulting) — Canada, Remote, Freelance  
 Sep 2019 – Aug 2022 • 3 years

**Chief User Experience Officer** • Mar 2021 – Aug 2022

- Led UX strategy and frontend architecture decisions for the platform, overseeing the complete user experience from onboarding to service delivery.
- Made corrections and recommendations to improve UX flow across the entire product.
- Created an alternate control panel for administrators and managed payment processes using Stripe.

**Web Frontend Developer** • Sep 2019 – Mar 2021

- Developed an application from scratch for expert-client interactions, including onboarding for each user type.
- Implemented complex search filters and managed service requests, acceptances, rejections, and reschedules.
- Integrated video chat functionality using OpenTok with date/time controls.
- **Technologies:** React.js, SASS, BEM, Stripe, OpenTok.

**Atoms eCommerce** — Mexico City, Hybrid  
 May 2019 – Mar 2020 • Tech Lead / Senior Front End Developer

- Established standards for project templating and Git workflows including commit structure and naming conventions.
- Led development of Shopify projects from scratch, tailoring each store to client-specific requirements.
- Fixed and developed missing functionalities in VTEX-based stores.
- **Technologies:** Liquid, Bootstrap, SASS, BEM, React.

**Digimundo Technologies** — Mexico City  
 Nov 2016 – Feb 2018 • 1 year 4 months

- Development Manager & Frontend Developer — Early career role managing development workflows and building client-facing web projects.

## EDUCATION

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**Universidad Latinoamericana (ULA)**, Mexico City • Computer Systems Engineer • Jan 2022 – Jan 2025  
**Escuela Superior de Cómputo (ESCOM – IPN)**, Mexico City • Computer Systems Engineering (Coursework) • Aug 2016 – Nov 2017