

Facundo Chavez

Front-end Developer, Engineer, YouTuber,
UX/UI Designer and Brand Consultant

📍 April 12, 1991 – Argentina

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ABOUT ME

I specialize in crafting visually appealing and high-performance web applications. My trajectory as a developer has been built upon a solid background in design, engineering, and content creation. This multifaceted expertise has not only refined my technical skills but has also equipped me with essential soft skills such as leadership and effective communication.

SKILLS

React.js, Next.js, JavaScript, TypeScript, Tailwind, Python, HTML, CSS, WordPress, Firebase, Figma & Adobe CC (Illustrator, XD, Photoshop, Premiere Pro & After Effects).

LANGUAGES

Spanish (native) and English (advanced).

EXPERIENCE

Marca Optimizada

Front-end Developer, UX/UI Designer & Brand Consultant

Since January 2019

From my studio, I focus on creating web applications and graphic brands that captivate with their aesthetics and efficiency. I also launched a YouTube channel to discuss branding and design approaches, sharing the creative process behind my work.

- UX/UI design and web development: Crafting attractive and user-friendly digital solutions using modern technologies like **Figma, Tailwind, TypeScript, React.js, and Next.js**.
- Onboarding and brief analysis: Guiding clients in identifying their problems and needs, employing agile methodologies to understand and rectify project goals.
- Market and competition analysis: Perform detailed analysis to inform brand strategies, evaluating brand performance parameters pragmatically and data-driven.
- Proposal design and adjustments: Advising clients on the most effective approach, balancing their preferences with design best practices.

Trichter Consulting

Creative Director and Web Developer in Digital Marketing Projects

October 2022 – April 2023

In my role at Trichter, I spearheaded the creative direction and web development of sales funnels for realtors and brokers in Mexico and the United States. Additionally, I played a crucial role in structuring the company, leveraging my engineering expertise to establish robust operational and strategic foundations.

- UX/UI design and web development: Leading the design and development of ads and web pages using tools such as **Illustrator, Adobe XD, and WordPress**, ensuring a striking digital presence in each project.
- Process automation: Crafting and implementing sales workflows through email marketing. Streamlining the customer onboarding process.
- Internal process optimization: Developing agile methodologies to enhance service delivery using tools like Asana and Slack. Providing mentorship to the team for the effective implementation of processes.

GNI Desarrollista

Construction Manager

February 2018 – April 2019

As a civil engineer, predating my transition to a web developer career, I led construction teams in the iconic building "Cardinales Nuevo Suquía" in the City of Córdoba. I handled key responsibilities, including planning and task allocation according to schedules, overseeing and directing work, coordinating supplies, and ensuring quality control. This experience not only solidified my leadership skills but also nurtured cognitive and organizational abilities crucial for my later transition into the technology field.

Carlos Xamena Spa - Salta City

Lifeguard

December 2016 – February 2017

While awaiting my engineering degree, I took on a position of significant responsibility as a lifeguard at one of the largest spas in Northwest Argentina. Actively collaborating as part of a team, I participated in the surveillance and rescue of people in emergency situations and in

UNIVERSITY STUDIES

Faculty of Engineering - National University of Salta

Civil Engineering

February 2009 – August 2016