VICTOR MARQUEZ

Full-Stack Product Engineer

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SUMMARY

Full-stack software engineer with 15+ years of experience building customer-facing products across startups, marketplaces, media, and consulting. Strong frontend and product focus, with hands-on experience across APIs, backend services, and integrations. Built natural-language financial workflows using hybrid retrieval, embeddings, and validated model outputs. Led engineering execution in lean teams, translating ambiguous business needs into working software.

PROFESSIONAL EXPERIENCE

Independent Clients

Jan 2026 - Present

Freelance Developer

- Built a Shopify B2B merchandising storefront, custom procurement application, and dealership portal for Toyota Mexico through Digital Manufacture, serving as the sole developer.
- Implemented purchase-order status, shipment, and dropshipping lifecycle tracking, alongside merchandising sales analytics.
- Built a portal for dealerships to record their own merchandise sales, supporting Toyota's visibility into dealership merchandising activity.
- Added business-logic unit tests, PostgreSQL integration tests using disposable Testcontainers databases, server-rendered route/component tests, and TypeScript checks.

Stack: React, React Router, Node.js, Shopify App Bridge, Preact, Tailwind CSS, Zod, Vitest, Testcontainers

The Rounds (Acquired by Misfits Market)

Feb 2025 - May 2025

Full-Stack Software Engineer

- Added quantity and subscription-cadence controls directly to product listings, reducing the steps required in purchasing flows.
- Implemented a redesigned Discover experience with updated UI and personalized Algolia results; corrected indexing for products with complex discount rules.
- Separated service-layer logic from GraphQL resolvers to improve architectural boundaries and maintainability.
- Led recurring discussions on AI-assisted development and advocated shared Cursor rules and aligned development workspaces.

Stack: Next.js, React, Node (TS), GraphQL, Postgres, Algolia, PostHog, Datadog

Cobbler

Jan 2023 - May 2024

Engineering Team Lead

- Led day-to-day engineering execution while remaining hands-on: prioritized work, ran standups, coordinated delivery, and introduced smaller tickets and limits on concurrent work.
- Implemented Reciprocal Rank Fusion combining Elasticsearch lexical and vector search for natural-language financial queries over thousands of budget lines per tenant.
- Helped build financial workflows that validated model-generated JSON, constrained resolver selection, and used application code for data retrieval and calculations.
- Built lightweight offline evaluations for intent extraction, including date ranges and report types across varied request phrasings.
- Prototyped prompt augmentation by distilling GPT-4's budgeting knowledge into a Neo4j graph database to enhance user prompts prior to execution.

SKILLS

Core
TypeScript, JavaScript, React, Next.js, React Router, Node.js, GraphQL,
SQL / Postgres

Search & AI
Elasticsearch,
OpenAI API & embeddings, hybrid retrieval, Reciprocal Rank Fusion, Neo4j, prompt augmentation, structured outputs, LLM guardrails

Tooling & Ops
GitHub Actions, RabbitMQ, Datadog, Sentry, Algolia, PostHog, Windmill

Commerce
Shopify, App Bridge

Prior stack
C# / .NET, PHP / MySQL, Rails-adjacent frontend, WordPress VIP

UX/UI & Design
Figma, UX, SEO, responsive design, accessibility

LINKS

- linkedin.com/in/victmo
- github.com/victmo

EDUCATION

BS, Computer Science
Tecnológico de Monterrey (ITESM)

May 2020 - Jan 2023

Full-Stack Software Engineer (Founding Team)

- Joined as an early employee after the founders and built across frontend, APIs, backend services, integrations, CI, and customer-facing features.
- Collaborated with founders and product stakeholders to translate evolving budgeting and FP&A requirements into working software.
- Observed client FP&A workflows through direct user meetings, gathering pain points to inform product development.

Stack: C#/.NET, React (TS), Postgres, Elasticsearch, OpenAI API / embeddings, RRF, Neo4j, RabbitMQ, GitHub Actions, Sentry

Fiverr

Mar 2018 - Feb 2020

Front-End Engineer

- Owned migration of the Gig page, the marketplace's product-detail page, from legacy Rails to a React-based micro-frontend.
- Overhauled the media gallery experience, implementing advanced UI features including PDF previews and pinch-to-zoom support for mobile web.
- Implemented the front-end and Know Your Customer (KYC) flow of a new payment system, powered by Stripe, for Fiverr's SaaS invoicing, proposal and expense tracking system.

Stack: React, FlowType, Ruby on Rails (legacy), Stripe

Time Inc.

Sep 2016 - Mar 2018

Software Engineer

- Led the development and helped conceptualize Time for Kids, modernizing a legacy platform into a headless WordPress VIP + React architecture with LMS-style functionality.
- Developed and maintained cross-brand React + WordPress applications spanning TIME, Fortune, and Money.

Stack: React, JavaScript, WordPress VIP, REST integrations

Independent Clients

Nov 2011 - Sep 2016

Full-Stack Web Developer

- Built and operated Gigatown for Chorus (NZ's largest telco) — a 16-month social engagement campaign tracking city-level leaderboards, running sub-campaigns, and updating standings on a ~15-minute ingestion cycle. Won multiple TVNZ Marketing Awards including the Supreme award.
- Delivered branded digital experiences, interactive campaigns, and performance-sensitive web products across a range of industries and clients like Nestlé and HAVAS.

Mediatasoft

Nov 2008 - Nov 2011

Co-Founder

- Co-founded a digital agency and helped win projects representing roughly 70% of company revenue in 2011.
- Led cross-functional delivery across marketing, design, and engineering for major clients including IBM, Mars, and Grupo Modelo.