Roberto Salas Hernández

Software Engineer

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🔗 https://beto.page/

Profile

Experienced Full Stack Engineer with over ten years of experience in web application development across diverse technologies. Proven track record of automating processes to enhance efficiency and productivity. Successfully executed complex projects, delivering high-quality solutions. Adept at contributing to forward-thinking teams with innovative mindsets and technical expertise.

Professional Experience

01/2021
CDMX, México

Full Stack Developer, *Distritomkt* ⬈
- Developed over 15 headless applications using various tech stacks for companies such as Nike, Kimberly Clark, Unilever, Envu, and others.
- Transitioned the agency's administrative functions from Monday.com to a fully customized CRM application that I developed from scratch, managing over 1300 projects within the platform.
- Created a tailored training platform for more than 50 retail stores nationwide.

05/2019
California, USA

Full Stack Developer, *Autoproyecto* ⬈
- Migrated the leading Spanish-speaking automotive site in the U.S. from a shared server to a comprehensive AWS solution, handling over 5 million visits per month.
- Achieved a perfect score of 100 on Lighthouse for the frontend, ensuring the site is one of the fastest in the industry.
- Fully developed an administrative file management system on AWS S3, significantly reducing licensing costs compared to Dropbox.
- Integrated over 30 services from various platforms, including major advertisers like Toyota and NBC.
- Maintained a 99% uptime for the site.

2018 – 2019
Puebla, México

Head of Information Technology, *Universidad Tecnológica de Huejotzingo* ⬈
- Directed and resolved communication and computer equipment issues.
- Initiated the rewriting of the main university system, adopting modern technologies, improving system reliability.

Education

2020 – 2022

Master's Degree in Informatic Security, *Universidad Internacional de La Rioja*
PL. 13012554

2020 – 2021

Master's Degree in Data Science, *Universidad Tecnológica en Línea*
PL. 12812495

2009 – 2014

Bachelor's Degree in Computing Science Engineer,
Benemérita Universidad Autónoma de Puebla
PL. 11839022

Projects

CRM Distrito MKT ☒
A comprehensive CRM system developed for Distrito MKT, enhancing project management, quotation handling, and administrative processes.
Technologies used: MongoDB, Flask, Redis, Ubuntu Server, among others.

Autoproyecto ☒
The largest Spanish-language site in the United States, where I had the opportunity to make it the most optimized and fastest site among the competition.
Technologies used: Wordpress, Javascript, AWS S3.

INTRUO ☒
INTRUO is an open source tool that allows to discover and report almost instantaneously public information and vulnerabilities of online websites. This will help pentester, consultants and IT professionals to audit and obtain a quality report and findings that will help secure and save time on their applications running on the Internet in a public way.

This project was part of my study to graduate as a Master of Informatic Security. Code on Github ☒ .

Technologies used: Python, BS4, Vue, Axios, SQLite.

Las llaves escondidas ☒
This project was made for Colgate and Farmacias Guadalajara in a contest to register purchases and have the chance to win multiple prizes and a car. *Currently the project is finished.*

Technologies used: HTML, Javascript, AWS S3, Redis.

Skills

Languages
- Python
- Javascript
- PHP
- Bash
- Golang
- SQL and NoSQL

Backend Frameworks
- Flask
- Express
- Wordpress

Interests
- Cybersecurity
- Data Science
- Computer Vision
- API Design

Frontend Frameworks
- HTML/CSS
- Vue.js (2 & 3)
- Nuxt
- Astro
- Electron

Tools
- Git, Github & Gitlab
- Linux (Ubuntu)
- Docker
- Cloudflare
- AWS (EC2, S3, Lightsail)
- Digital Ocean

Languages

Spanish
Native

English
TOEFL B1