Ezequiel Gomez Serna

Front End Developer · 15+ Years of Web & Front End Experience

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PROFESSIONAL SUMMARY

Front End Developer with 15+ years of experience across industries such as packaging (Esko, Blue Software, Eastman Kodak) and corporate IT (GE), plus 5 years as professional web creative.

During that time — especially in the packaging industry — I have not only been participating in the front end but also led it on multiple occasions, which has allowed me to take part in every aspect of the software development lifecycle, from product conception through to production.

Lately like every other conscious developer in the world I've been moving my expertise to setting up AI tools to do the heavy lifting of coding and testing under my expectations and review, with emphasis in predictability and

I have always been fully committed to my teams and my work, with a positive attitude and a constant pursuit of improvement and innovation.

CORE SKILLS

Technologies: JavaScript / TypeScript, HTML5, CSS3, Less, SASS, Node.js, XML (navigation, processing & transformations), structured content (DITA)
Frameworks & Libraries: React (Redux, functional components), Angular, Backbone, jQuery
Tooling & Testing: AI assisted development, Yarn, Webpack, Jest, Storybook, Karma, Jasmine, Playwright, Selenium (WebDriver), Git
Integrations & Cloud: REST & SOAP API integration, AWS-hosted applications
DevOps (basic): Docker, web server setup & configuration
AI & Document Intelligence: AI agents (experimenting), document intelligence (applied),
Design: UX / UI design & mockups, Photoshop, Illustrator, CorelDRAW
Hands-on: Java & Python (new features, expand, debug)

PROFESSIONAL EXPERIENCE

PACKAGING INDUSTRY — Same team bigger responsibilities every time, through 2 different acquisitions

Sr. Software Engineer (Front End) — Esko Brand Solutions (Veralto co-op) ***Jan 2019 – Oct 2026 (7+ years)***
New Haven CT (Remote) — collaborating with teams in the US, Canada, and Belgium

- 7+ years of continuous, full-cycle front end development — design and implementation — for the cloud platform apps and the main saas product (Webcenter)

- I created a document transformation feature within our conversions module to allow the ingestion of customer's Word documents into our artwork automation pipeline
    - Used open source document intelligence libraries in python to transform word documents in structured content in a predictable way.
    - Set the project up to build and test new features by defining specs first that copilot can follow and validate by itself so I can just review and refine after.
    - Built some tools so Copilot can use them and stop recreating special different commands every time for its own test feedback loop (token saving).
- Collaborated in the general Copilot skills definitions for the global codebase and some particular modules (as I understanded how other modules work or what they do and how affect the modules under my care)
- Main front end developer for a cloud based app, created dashboards, interactive forms, integrated company document viewer, keep live status of processes in the cloud visible in the front end
- Initiated and built a shared library of UI components
    - Including main smart components that were included in all the company cloud apps
    - Defined governance for usage and collaboration
    - Set up Storybook so developers can preview the functionality and collaborate
    - Onboarded and mentored 2 new front end developers joining the team for this
- Main front end developer for the Structured Content module in the main saas product
    - I Integrated and Added features to our third party Editor **Fonto** (Full Front end and some backend)
    - Named company expert for the front end of this module
- Built the localization (i18n based) framework for the shared components, using JS files as dictionaries for easy transformation for multiple translating agencies
- Integrated InDesign Server and exposed some of its functionality in our Document viewer (web based)
- For the main sass product I developed features related with the core attributes system and fixed bugs that affected directly or indirectly the modules under my care, this shows I know how important it is to know your entire product even if you don't develop for other modules.
- Participated in the configuration of the frontend build pipeline (Yarn, Webpack) and test suites (Jest, Storybook)
- Created automated Selenium (WebDriver) integration tests that the QA team runs as part of their regression test sets
- Built a Playwright-based integration test suite to quickly detect and fix breaking changes on third party tools upgrades before regression was necessary.

Stack: React, Redux, TypeScript, JavaScript, CSS (Less, SASS), Yarn, Webpack, Jest, Storybook, Fonto, AWS (usage & understanding), Java, Python, Playwright, MS Copilot

Front End Developer — Blue Software LLC ***Apr 2016 – Jan 2019***
Stamford, CT, USA

- Contributing as front end developer to the Workflow framework with a team in Canada, I got assigned the approval nodes which requires dealing with permissions checks and rules for visibility and execution in multiple dashboards.
- Improved our legacy forms system (from Kodak D2L) and integrated it into the main saas product (Blue)
    - Changed the look and feel
    - Untangled the rules logic to run only when needed and stop in the right time,
    - Separated interests by view only and edit
    - The changes mentioned above improved the speed of calculated fields and custom validations and load and submit performance.
- Maintained a legacy main application front end and prepared it for hand-off to a maintenance team and eventual deprecation
    - Prepared knowledge transfer sessions

    - Made a report of known quirks and issues with possible solutions to try

Stack: JavaScript, TypeScript, jQuery, CSS (Less), .NET & Java (front end integration)

Front End Developer — Eastman Kodak (D2L software) ***Oct 2014 – Apr 2016***
Stamford, CT, USA

- I was one of two developers who owned the whole front end development end to end:
    - Introduced UX design step in the process
    - Creation of widget with the stablished custom forms framework
- Refactored core front end code: applied MVC pattern, adopted native browser APIs, and resolved cross-browser regressions

Stack: HTML5, CSS, JavaScript, jQuery, Java (front end), SOAP APIs

CORPORATE IT

Front End Designer / Developer — GE Corporate Information Services (Softtek contractor) ***Apr 2009 – Oct 2014***
Aguascalientes, Mexico (2009–2012) · Fairfield, CT, USA (2012–2014) ·

- Web-based mobile development:
    - Created and reviewed UX mockups following company graphic standards,
    - then implemented front end requirements using Angular and backbone.
- Built custom server responses with Express / Node.js
- Unit-tested front end code with Karma and Jasmine
- Ensured correct appearance and functionality across the most popular browsers and mobile devices
- Gathered requirements to scope and plan development work

Stack: HTML5, CSS & Less, Backbone, Angular, jQuery & jQuery UI, Bootstrap, Node / Express, RequireJS, Jasmine, Photoshop & Fireworks

CREATIVE — WEB, MULTIMEDIA & DESIGN

Webmaster / Designer — Universidad Autónoma de Aguascalientes (UAA) ***Aug 2005 – Apr 2009***
Aguascalientes, Mexico · concurrent with TACOdesign (two roles held at once)

- Responsible for content updates and for the graphic, structural, and functional design of the main university website
- Produced multimedia material and graphic design for the University Director's annual report and other events
- Designed graphic identities for different university events and areas

Stack: HTML, XML, CSS, PHP (basic), MySQL, Adobe Flash, Dreamweaver, Photoshop

Web Designer / Multimedia & Graphic Designer — TACOdesign (Design Studio) ***Sept 2005 – Apr 2009***
Aguascalientes, Mexico · concurrent with UAA (two roles held at once)

- Web design and programming for client projects
- Multimedia design and production (Flash, 3D Studio Max, video editing)
- Graphic design for client campaigns and products
- Audio and video editing for radio and television spots; 3D modeling and animation; photography

Stack: HTML, CSS, PHP (basic), MySQL, Flash, Illustrator, CorelDRAW, Premiere, 3D Studio Max

EDUCATION

Bachelor's Degree in Computer Science
Universidad Autónoma de Aguascalientes (UAA), Aguascalientes, Mexico 1999 – 2004

LANGUAGES

Spanish — native
English — fluent