

# Fernando Peralta

Senior Web Developer | Shopify/WordPress Developer

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## SUMMARY

Senior web developer with experience in websites, web applications, e-commerce, automation, and technical leadership. I work with JavaScript (React, Next.js, Astro, TypeScript), WordPress/PHP, and Shopify/Liquid, combining hands-on development, technical decision-making, and end-to-end client support. I managed 30+ sites at HSBC and led a three-person team at a digital agency, delivering 9 projects and maintaining 3 ongoing accounts. I am currently pursuing a Cybersecurity Engineering degree.

## EXPERIENCE

### HSBC México

November 2024 - August 2026

*Web Production Manager*

- Built a Chromium extension in JavaScript, versioned and distributed with Git, for DOM searches, saved item paths, and verification of ticket development and quality-control steps. Its use reduced errors by 80% for a team of 20+ developers, as tracked through monthly audits.
- Implemented and quality-checked approximately 60 tickets per month across 30+ enterprise banking and Innovation Banking sites for HSBC's internal clients.
- Built Innovation Banking page layouts for India and Singapore in Sitecore: component configuration, content population, and self QC.
- Administered Sitecore and SharePoint CMS platforms using HTML and JavaScript, coordinating with international design, marketing, and development teams.

### Applabmx

June 2024 - April 2025

*Shopify Developer*

- Built 5 Shopify stores with themes developed from scratch using Liquid, Tailwind, JavaScript, Git, and Shopify CLI; approximately 2-month delivery cycles including QA and corrections under Scrum sprints.
- Implemented variants, metadata-driven functionality, menus, cart, search, and product and price filters, with responsive design.
- Built components, custom sections, and landing pages for clients such as Palmer's, including an image gallery within a Shopify blog post, focusing on performance and technical SEO.

### Industria Social

December 2021 - February 2025

*Lead Web Developer*

- Led a three-person development and design team: made technical decisions, supervised both disciplines, and remained hands-on in development. Supported clients from requirements, estimates, and proposals through deployment, training, and technical support.
- Delivered 9 projects and maintained 3 accounts: Original Penguin and RCA Mexico (approximately 2M and 1M MXN/month in account revenue, respectively), and Panda Express. Built and managed high-traffic Shopify stores with Liquid, HTML, CSS, and JavaScript.
- Developed two PHP plugins for WordPress/WooCommerce: bundle-based shipping calculations and product pricing based on bundles, size, color, and quantity.
- Built sites with Astro, React, Next.js, TypeScript, Tailwind, Node.js as the build environment, and Webflow; integrated Supabase for data storage and custom tasks.
- Automated Nutriandrea's purchase workflow with Zapier: PayPal payment, user creation and course enrollment in Teachable, and an email with account details.
- Administered websites, email accounts, hosting, and domain certificates; created HTML email templates for weekly marketing campaigns.

### 10Bet Latam

October 2022 - March 2023

*Mid Front-End Developer*

- Centralized terms and conditions in a Node.js API so content could be updated once rather than edited on every page; developed React components for compliance, casino and game rules, and promo codes.
- Developed 30+ landing pages for Mexico, Africa, and Europe with HTML, CSS, and JavaScript, deployed in CMS Cube; managed content shared with the team on an AWS-hosted server under the 10Bet domain.

- Created all email templates in HTML for 10Bet Mexico's online casino launch.

## COFAA - Instituto Politécnico Nacional

February 2020 - January 2022

### Database Administrator

- Built 5 internal applications with a PHP/MySQL backend and a JavaScript, HTML, and CSS (SCSS) frontend, moving 50% of paper-based processes to the web.
- Developed a service ticketing system with PHP/MySQL and a React interface: digitized 100% of the ticket workflow, with equipment logs, quality surveys, a control dashboard, and audit reports.
- Developed the Transparency Obligations system with PHP and MySQL; migrated the technical support area's databases to Windows Server and administered servers and backups.
- Introduced Git/GitHub version control and a CI/CD workflow; separated development and production, set up a production server on Windows Server, replacing live changes and direct database manipulation.

### Information Systems Administrator

November 2019 - January 2020

- Developed COFAA's official website (cofaa.ipn.mx) with HTML, CSS, and JavaScript, all on the Modex CMS.

## EDUCATION

### Cybersecurity Engineering

Universidad Virtual del Estado de Guanajuato

### Applied Mathematics and Computing

Facultad de Estudios Superiores Acatlán - Universidad Nacional Autónoma de México

### Computer Systems Engineering

Escuela Superior de Cómputo - Instituto Politécnico Nacional

### Automated Systems Technician

Centro de Estudios Científicos y Tecnológicos No. 2 - Instituto Politécnico Nacional

## LANGUAGES

**Spanish** - Native. **English** - B1+. **German** - A1.

## PROFESSIONAL DEVELOPMENT

**HSBC (assessed courses):** Business AI Ambassador (2025), Responsible AI (2025), AI Ambassador, AI Intermediate, AI Foundation, Scrum Mastery (Practitioner and Beginner).

**Microsoft:** Professional Fundamentals of Generative AI (2025), Professional Certificate of Security Fundamentals.

**Asociación de Bancos de México (ABM) (assessed courses):** Cybersecurity Basics 4.0 (2025), Cybersecurity Reinforcement 4.0, Fraud Prevention (2025).

**Other:** Voxy - Intermediate English B2 (2025) | Scrum Fundamentals Certified (SFC), SCRUMstudy.

## SKILLS

**Programming languages:** JavaScript (ES6+), TypeScript, PHP, Python (internal automation), SQL, Liquid, Bash.

**Frameworks & libraries:** React, Next.js, Astro, Remix (Shopify apps), Node.js, Tailwind, Sass/SCSS.

**Platforms & CMS:** Shopify, WordPress, WooCommerce, Elementor, Sitecore, SharePoint, Webflow.

**Databases & APIs:** MySQL, MongoDB, Supabase, GraphQL.

**Tools:** Git, GitHub, CI/CD, Linux, AWS, server administration, Chrome DevTools, Shopify CLI, terminal, Zapier.

**Applied AI:** architecture definition, agent orchestration, and implementation review; RAG and code search with ChunkHound.

**Coding assistants:** Claude Code, GitHub Copilot, Codex, Gemini CLI, OpenCode, Cursor, AGY.