Ronaldo Ortiz

Developer | MBA - (*Full-Stack Web Developer | Business Intelligence*)
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🔗 LinkedIn Profile | 🛠 Portfolio Website

Professional Summary

MBA-Educated Professional Turned Skilled Web & App Developer with over **10 years of corporate leadership experience** and **8+ years in full-stack development**, delivering high-impact digital solutions. Leveraged strong analytical and strategic skills from an **elite MBA program** to excel in **JavaScript, React, Node.js, and React Native for mobile app development (iOS/Android)**. Proven ability to **bridge business acumen with technical expertise.**

Technical Skills

Languages: JavaScript, TypeScript, PHP
Frameworks/Libraries: React, React Native, Node.js, Next.js, Express
Databases: PostgreSQL, MongoDB, MySQL
Tools/Platforms: Git/GitHub, AWS, Prisma ORM, Drizzle ORM, Tailwind CSS
Other: REST APIs, Agile/Scrum, Figma, Data Structures/Algorithms

Work Experience

Full-stack Developer, FactumX | Contract | La Paz - Bolivia | January 2019 – Present
- **Collaborative Feature Development**: Delivered scalable, production-ready frontend and backend features **on time and under tight deadlines** as part of an agile team, using **React, Next.js, Node.js, and Express** to meet business requirements.
- **Modern Frontend Architecture**: Built responsive, performant UIs with **React, Redux Toolkit, and Next.js**, styled with **TailwindCSS** and **ShadCN** components, while enforcing type safety with **Zod** for robust form validation and API contracts.
- **Backend & Database Solutions**: Developed RESTful APIs and managed data layers using **Node.js & Express**, with **Prisma** and **Drizzle ORMs** for efficient PostgreSQL/MongoDB interactions, optimizing queries for speed and reliability.
- **Secure Authentication**: Integrated **Auth.js and Clerk** for seamless, secure user authentication, ensuring compliance with OAuth and JWT standards.

WordPress Developer & Web Designer, Freelance | La Paz - Bolivia | August 2014 – December 2018
- **Client Consultation & Requirements Gathering**: Conducted initial meetings with small business owners to understand branding goals, target audience, and functional needs, translating business objectives into technical specifications for websites and e-commerce solutions.
- **Custom Web Design & Mockups**: Created visually appealing, brand-aligned website mockups using **Adobe Photoshop & Illustrator**, ensuring responsive design principles before moving into development with **HTML, CSS, JavaScript, and PHP**.
- **Full-Stack Website Development**: Built and deployed **WordPress**-based websites with custom themes and plugins, integrating e-commerce functionality (e.g., WooCommerce) and optimizing performance, SEO, and cross-browser compatibility.
- **Ongoing Support & Client Training**: Provided post-launch maintenance, troubleshooting, and user training, enabling clients to independently manage content updates while offering technical support for functionality enhancements.

Business Intelligence, Grupo Santillana| La Paz - Bolivia | April 2007 – June 2013
- Designed and implemented a custom CRM system **to enhance customer relationship management and operational efficiency.**
- Managed annual revenue budgets by product across 5 Bolivian cities**, ensuring financial alignment with business goals.**
- Monitored real-time sales performance via CRM, generating strategic reports **to support data-driven decision-making across departments.**

Sales Representative, Dell Inc. | Austin, TX | January 2004– July 2006

- **B2B Technology Sales: Sold premium** computing and networking solutions to SMBs across Mexico and the Caribbean **through consultative, needs-based selling.**
- **Customer-Centric Approach: Conducted in-depth** needs assessments **to recommend tailored IT solutions, leveraging** expert product knowledge **to drive decision-making.**
- **Top-Performing Results:** Exceeded sales quotas consistently, ranking among top performers.

Accounting & Budget Clerk, American Airlines | La Paz - Bolivia | April 1996 – May 2000

- **Budget Management:** Develop and prepare the airline's expense budget for Bolivia.
- **Financial Reconciliation:** Conduct monthly and annual variance analysis and reporting for corporate headquarters.
- **Vendor & Payment Processing:** Handle daily vendor payments and ensure accurate recording in SAP software.

Projects

Voila 24 | GitHub Link | App Live

- **Full-Stack E-Commerce Platform**: Developed a scalable web application using the **MERN stack** (MongoDB, Express, React, Node.js), ensuring high performance and seamless functionality.
- **Optimized Frontend with Modern Libraries**: Leveraged **Redux Toolkit** for state management, **React Hook Form** for efficient data handling, and **TailwindCSS** for responsive, clean UI design—mirroring an Amazon-like user experience.
- **Role-Based Dashboard System**: Implemented dedicated **user and admin dashboards**, enabling secure account management, order tracking, and administrative controls.
- **Backend Integration & Scalability**: Designed a RESTful API with **Express.js**, coupled with **MongoDB** for flexible data storage, ensuring robust and maintainable architecture.

Flow Jobs | GitHub Link | App Live

- Developed a **full-stack job search web application** using **Next.js 14**, utilizing **server actions** for optimized data fetching and state management.
- Implemented **form handling and validation** with **React Hook Form and Zod**, ensuring data integrity and user-friendly input processing.
- Designed a **responsive UI with ShadCN and Tailwind CSS**, delivering a modern and accessible front-end experience.
- Integrated **Clerk for authentication**, **PostgreSQL** for database storage, and **Prisma for ORM**, deploying the application on Vercel for scalable performance.

Education

Web/App Programming, Self-Study Multiple Sources | La Paz – Bolivia | 2015 - ongoing

MBA – E-Commerce Concentration, St. Edward's University | Austin, TX | 2001 - 2003

Bachelor Business Administration, Universidad Católica Boliviana | La Paz – Bolivia | 1991 - 1995

Languages

Spanish - Native speaker

English - Advanced

German - Basic

French - Started learning