

# LUIGI ESPINOSA

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## EDUCATION

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### Universidad de Cundinamarca

Degree in Systems Engineering (incomplete)

Cundinamarca, Colombia

Aug 2020 – Dec 2021

### Self-directed learning

Ongoing

Focused on modern frontend development, React ecosystem, cloud infrastructure, and design systems through online courses, open-source contributions, and professional practice.

## EXPERIENCE

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### Publicis Global Delivery | Senior Experience Technology Engineer

Remote | Oct 2023 – Present

- Engineered Digital Sales Presentations (DSP) for **Pfizer** using React, Astro, and **Veeva CRM (CLM, Approved Email, Engage)**, ensuring compliance with regulatory and business requirements.
- Designed scalable, modular solutions supporting multiple Pfizer product portfolios and international markets; integrated **Salesforce** data and dynamic HCP experiences.
- Built reusable UI components (e.g., formulary drilldowns, coverage modals) and automated content workflows to reduce cycle time and improve HCP engagement.
- Elevated code quality through peer reviews, linting/formatting standards, and knowledge sharing across global delivery teams.

### Crossbridge Global Partners | Frontend Developer

Remote | Aug 2021 – Nov 2023

- Delivered bespoke web solutions for **Quigley Simpson, OneClock, and TikTok**, implementing designs with WordPress, Shopify API, and Next.js.
- Collaborated on projects for **ProMedica, Cord Blood, and Lexus**, ensuring WCAG accessibility compliance and rapid issue resolution.
- Improved website performance by designing efficient architectures with React/Next.js and Vue/Nuxt.js, cutting page load times by up to 40%.
- Integrated GraphQL and REST APIs to streamline data retrieval and ensure accuracy across client platforms.

### Webcat APP | Fullstack Developer

Remote | Aug 2020 – Jun 2021

- Built a therapy platform with video conferencing (Twilio API), appointment scheduling, and note-taking, enhancing clinician-patient interaction.
- Designed and deployed reusable UI kits, accelerating UX development cycles.

### Namecol S.A.S. | Web Developer

Bogotá, Colombia | Feb 2017 – Jul 2020

- Implemented responsive design and SEO strategies for client sites, boosting search visibility and reducing bounce rates.
- Optimized PrestaShop and Shopify storefronts to increase loading speed and improve e-commerce conversion rates.

## LEADERSHIP AND ACTIVITIES

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### Publicis Global Delivery (Pfizer) | Automation Initiatives Lead

- Developed and Upload App for **Veeva CRM** assets: automated packaging/validation of CLM ZIPs, rendition checks, metadata generation, and environment promotion.
- Integrated with **Veeva Vault PromoMats** APIs to sync metadata, manage asset lifecycles, and reduce manual release steps.

### Crossbridge Global Partners (Axis Studios) | Data Analysis and Product Initiatives

- Designed and led the implementation of a TikTok Scraper tool for **TikTok for Business**, enabling large-scale data analysis and insights for marketing campaigns.
- Directed the **rebranding of OneClock**, aligning technical implementation with creative strategy and delivering a consistent brand experience.

CERTIFICATIONS

<b>Approved Email Technical Certification v5</b>	Veeva Systems	Apr 2025 – Apr 2026
<b>Engage Technical Certification v5</b>	Veeva Systems	Mar 2025 – Mar 2026
<b>CLM Technical Certification v5</b>	Veeva Systems	Mar 2025 – Mar 2026

Credential IDs (for reference): 96b59e75-eba5-49df-9fc3-0d4d2c15bb92 (all three)

SKILLS

Development:	JavaScript, TypeScript, PHP, Dart, HTML5/CSS3, React, Next.js, Vue, Nuxt, Node.js, Astro, Flutter, Redux, Pinia
Styling:	Tailwind, Sass, Styled Components, Material UI, Chakra UI, Bootstrap, Vuetify
Databases/Cloud:	GraphQL, REST, MySQL, PostgreSQL, MongoDB, Prisma, AWS, Azure, Firebase, Docker
CMS/CRM:	Shopify, WordPress, PrestaShop, Veeva CRM, Veeva Vault PromoMats