



Berlin

ALE HEREDIA

SOFTWARE ENGINEER



EDUCATION

BA Graphic Design

UPB / Bolivia
2004 - 2009

Software Development

W3 Schools / Pluralsight /
Udemy / Various
2011 - Currently

IDIOMS

Spanish - Native

English - Fluent

German - Basic

REFERENCES

Matt Morgan

Director of Engineering at
CommentSold

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LATEST WORK EXPERIENCE

Mojix Inc

La Paz, Bolivia

Software Engineer (IoT)

2017 - 2018

Architect for development of hybrid mobile applications RFID enabled for scanning large scale inventory in real time.

Modus Create

Remote

Software Engineer (B2B)

2018 - 2019

Fullstack engineering of embedded web applications for managing student courses for educational platforms.

Softgames

Berlin, Germany

Software Engineer (Gaming)

2019 - Currently

Systems architecture for real time gaming backends. Data engineering for business intelligence.

AREAS OF KNOWLEDGE

Infrastructure

Creating auto scaling cloud infrastructure for systems from code.

Architecture

Designing systems, defining specifications, ensuring security and scalability.

Data

Developing pipelines, managing data warehouses, integrating data sources, ensuring accuracy and quality of data.

Applications

Developing rich full stack web and hybrid mobile applications.



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THIS IS MY JOURNEY



MULTIDISCIPLINARY

TECH STACK

User Interface Desing

Adobe Suite, Sketch, Figma

Frontend

Angular, React, Next.js, Redux
RxJS, Ionic, Ant Design,
Material UI

Backend

Express, Nest.js, Laravel,
Django, GraphQL, Apollo

Databases

MySQL, Redis, Postgre,
Mongo, Couch DB

Data

Pyspark, AWS Glue, Kinesis,
Athena, Databricks

Infrastructure

AWS Serverless, Cloud
Formation, CDK Terraform

Virtualization

Docker, AWS ECS

BACKGROUND

iEstrategas - Advertising Agency

2012

At this agency I designed packaging for products that were mass produced and available in supermarkets, billboards that were displayed throughout different cities, a whole line of campaign materials from very well positioned brands of several industries like: Cordillera (Beer), Faboce (Ceramics), Cruji Pap (Snacks). And at the time this blowed my mind due to the exposure of the pieces I designed at the time.

Kiprosh

2012 - 2013

This was my first remote working experience as a UI designer with a software development team based in India. At this job I designed the UI interface for the Realvolve.com platform developed by Kiprosh.com

Logus Graphics

2013 - 2017

I wanted to have more control of the products I designed. So the next step for me was to become knowledgeable and proficient in web technologies. That's why I became an independent freelancer and started to hustle for contracts.

At this point I had educated myself in the whole production process of websites from pitch presentations, quotations, wire-framing, prototyping, UI design, fullstack development, documenting and production releases.

At the beginning it felt like a giant success, but I realized that in order to scale the business I would need to make a choice: either to hire, delegate and manage the business or to specialize in a specific area. The idea of managing a business wasn't really something I would enjoy doing, so I specialized in frontend development to begin with.

THIS IS MY CAREER



MULTIDISCIPLINARY

PRINCIPLES

Ownership

Achieving operational efficiency through automation and managed infrastructure, taking ownership of deployment, performance, capacity, monitoring, and support.

Accountability

Freedom to make decisions, fostering a sense of ownership and accountability for the outcomes of those decisions.

Solutions oriented

By fostering a culture where everyone contributes to finding solutions, collaboration and productivity are enhanced.

Reuse

Prioritize building the distinctive elements that set a product/service apart, while opting to rent solutions for everything else, standing on the shoulders of giants to build smarter and faster.

Rapid delivery

Prioritize quick iteration and strive to deliver customer value as soon as possible by carefully distinguishing between important and unimportant aspects, avoiding overengineering.

LATEST EXPERIENCE

Mojix

2017 - 2018

After discovering the potential of frontend development I got noticed by a recruiter at Mojix. They hired me first as a contractor to develop an e-wallet for a local bank with a hybrid stack. The project took off and went into production. Then they offered me a full position as a software engineer. At Mojix I learned about IoT, big data, business intelligence and RFID. The most interesting project I worked on was a mobile application that integrated to RFID handhelds that scanned hundreds of thousands of tags in a second and then provided accurate reporting for BI.

Modus Create

2018 - 2019

During my previous experience I grew confidence in expanding my career and I wanted to achieve more robust skills. Modus provided a competitive environment, ideal for growth. I worked in developing fullstack embedded applications for student courses; nothing too sophisticated, but there I learned a lot about dockerization, unit and end-to-end testing and continuous delivery and deployment. And also expanded my understanding about very well organized project management.

Softgames

2019 - Currently

With all the previous background, I worked on my Stack Overflow profile and achieved some reputation points. I got noticed by Softgames and they offered me a position for a backend role. When I moved to Germany to work for them I started growing a lot more professionally. I worked on developing a real time backend client for the company's first multiplayer game, an embedded web catalogue to cater the company's games to e-newspaper audiences and also I contributed in building and maintaining the ingestion system for the company's data warehouse.