

Matias Francisco Facello

Argentina (Open to remote, UTC-3)

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SUMMARY

Full-stack engineer with 8+ years of experience, specializing in performance optimization and SEO infrastructure across large-scale web and e-commerce platforms. Skilled in React, Next.js, Node.js, SQL databases, and AI/LLM integrations, with a track record of leading cross-functional teams, cutting load times by 25%, and scaling SEO infrastructure across 60+ sites. Seeking senior full-stack roles where deep technical ownership meets team leadership.

8+ years full-stack experience · **60+ sites** scaled · **25% load time** reduction · **15+ clients** served

EXPERIENCE

Senior Full-Stack Developer & Consultant

Freelance / Argentina (Remote)

Mar 2025 – Present

- Architected and delivered a full-stack CRM dashboard for a professional services firm, integrating multiple third-party APIs and AI services; owned end-to-end architecture, iterative feature development, and client stakeholder communication.
- Built and launched websites for multiple clients in the professional services space using Next.js and Strapi, managing each project from architecture through production deployment.
- Improved Lighthouse scores to 90+ and reduced load times through Core Web Vitals audits and targeted optimization of legacy codebases.
- Evaluated and integrated emerging tools and frameworks (including AI-assisted development workflows) accelerating delivery and reducing technical debt for clients.

Senior Full Stack Developer

HotelsAtHome / New Jersey, USA (Remote)

Aug 2023 – Feb 2025

- Became the team's SEO expert, owning SEO infrastructure across 60+ e-commerce sites; Core Web Vitals audits and code reviews cut load times by 25% and drove a 10% organic traffic increase.
- Led migration of a legacy ASP.NET e-commerce platform to a modern Next.js and Magento architecture, delivering required customizations and maintaining feature parity throughout the transition.
- Built team-wide training resources and documentation on SEO tooling, performance patterns, and emerging frameworks; turning independent research into repeatable knowledge across the team.

Full Stack Developer

PristineShock / Rosario, Argentina (Remote)

Jun 2020 – Jul 2023

- Delivered 10+ full-stack websites 20% faster than previous team benchmarks.
- Architected a reusable internal MVC framework that reduced boilerplate and accelerated project setup across subsequent deliveries.
- Introduced automated testing practices that halved post-deploy hotfixes and rollbacks, raising team-wide deployment confidence and enabling faster release cycles.
- Led teams of 3–5 engineers to consistently deliver high-quality projects on time, mentoring junior developers through code reviews, pair programming, and hands-on technical guidance.

Web Developer

Freelance / Rosario, Argentina

Jan 2018 – May 2020

- Delivered custom websites for 10+ clients, reducing time-to-launch by 20% and maintaining 95%+ uptime through proactive support.
- Applied SEO and performance optimizations to achieve sub-1-second load times and improved search rankings.
- Boosted client engagement and conversions by 15% through targeted third-party integrations.

SELECTED PROJECTS

Personal Portfolio & Blog

<https://matiasfacello.dev>

Production full-stack site featuring a statically pre-rendered MDX blog, newsletter audience management, and a contact form, all backed by Next.js Server Actions, Zod validation, rate limiting, and spam protection.

Next.js 15, React 19, TypeScript, Tailwind CSS v4, Resend, shadcn/ui, Umami Analytics

Dandere - Discord Activity Bot

<https://github.com/matiasfacello/dandere>

Event-driven TypeScript bot with real-time processing of Discord lifecycle events (voice, streaming, disconnects), durable Prisma-backed activity logging, an admin command interface, configurable user filtering, and a full containerized deployment pipeline via Docker and CapRover.

TypeScript, Node.js, Discord.js, Prisma, Docker, CapRover

EDUCATION

Certifications & Continuous Learning

Ongoing since 2017 | 20+ completed courses. Selected highlights:

- Claude Code in Action - Anthropic (2026)
- Ethics in the Age of Generative AI (2025)
- Coaching Your Team to Think and Act Strategically (2023)
- Agile Project Management (2023)
- DevOps Foundations (2022)

Universidad Nacional De Rosario

Studied Medicine

Mar 2012 – Feb 2020

Transitioned to software full-time after self-teaching web development during medical school, applying the analytical rigor and systems thinking developed in a high-stakes academic environment.

SKILLS

AI & Tooling

Claude Code, Microsoft Copilot, LLM APIs

Frontend

React, Next.js, TypeScript, JavaScript, Tailwind CSS, Astro, Svelte, HTML, CSS, Accessibility, shadcn/ui

Backend

Node.js, PHP, REST APIs, GraphQL, Prisma, Zod

Database

PostgreSQL, MySQL, MongoDB

Testing

Vitest, Jest (unit & integration)

DevOps & Infrastructure

Docker, AWS, CI/CD, VPS, Nginx, Apache, Git

CMS & E-commerce

WordPress, Magento, Strapi

Languages

Spanish (Native), English (Professional)