

# Jose Ramirez Mora

Staff Frontend Engineer

Staff Frontend Engineer building frontend architecture, design systems, and developer experience at scale — turning sprawling, hard-to-change frontends into fast, reliable platforms teams enjoy building on.

## 01 Experience

### Staff Frontend Engineer

Oct 2025 – Present

Personio • Amsterdam, NL

HR Platform for SMEs.

- Cut p75 LCP 21% in real-user monitoring (RUM) across high-traffic product surfaces by eliminating unused JavaScript and re-drawing bundle boundaries.
- Defined and owned the frontend integration model for company-wide groups management — shipped the first production use case to all customers and established a pattern now reused across 3+ product domains.
- Eliminated dual data-access patterns within domain modules, consolidating integrations under a single GraphQL layer and preventing further architectural drift.
- Driving an effort to connect design-system components directly to product-domain data sources, so teams reuse a single integration instead of re-wiring it — reducing duplication, stale API usage, and UX drift across the system.

### Lead Frontend Engineer

Nov 2023 – Oct 2025

Personio • Amsterdam, NL

HR Platform for SMEs.

- Owned frontend delivery of the central UI rebrand within my product domain — coordinating +12 domain stakeholders and running a full-domain release with parallel UI to ensure parity at launch.
- Designed reusable geolocation and mapping infrastructure (location services + UI components), enabling multiple product teams to ship location-based features without duplicating third-party integrations.
- Built reusable cross-product components, reducing duplication and improving UX consistency.
- Led migration of 5 applications off a legacy frontend monolith onto the modern modular stack, escaping a slow, risky, debt-accumulating codebase in favor of one where features ship reliably.
- Established recurring frontend architecture forum to increase cross-team alignment and reduce implementation drift.

## Staff Frontend Engineer

DAZN · Amsterdam, NL

Apr 2022 – Oct 2023

Global sports streaming and video on demand service.

- Designed and implemented governance tooling for headless CMS architecture, enabling multiple teams to create and manage content models with consistent validation and version control.
- Contributed to architectural evolution of landing pages micro-frontend toward Server-Driven UI (Next.js), decoupling layout control from frontend release cycles.
- Drove adoption of the Design System library across 3+ frontend teams, conducting guidance and code reviews that improved brand consistency, accessibility compliance, and reduced per-team UI implementation time.
- Optimized CI pipelines for large monorepo, improving feedback reliability and strengthening release confidence.
- Standardized automated release workflows for cross-team libraries, reducing manual publishing errors and version drift.

## Senior Frontend Engineer

DAZN · Amsterdam, NL

May 2021 – Mar 2022

Global sports streaming and video on demand service.

- Delivered features for landing pages micro-frontend using React, TypeScript, and CSS-in-JS within a multi-team growth domain.
- Created Design tokens naming standardization for the DAZN Design System.
- Led development of core design system components and design tokens, establishing atomic component patterns adopted across web applications.
- Built shared internationalization utilities for formatting dates, times, and currencies across product surfaces.
- Presented architectural updates and proposals in frontend guild and technical council forums.

## Frontend Tech Lead

Travix · Amsterdam, NL

Jun 2019 – Apr 2021

Online travel agency

- Established cross-team frontend collaboration across 4 product teams, aligning on shared architecture decisions and reducing duplicated implementation efforts by consolidating common patterns into shared libraries
- Active participant in the performance guild, looking after new strategies and options, helping define the organisation's Frontend strategy.
- Created multiple proposals for different upcoming and ongoing technical challenges.
- Designed a responsive desktop solution for the new platform.
- Mentored individuals in and outside the company and technically led a product team through development cycles.

## Senior Frontend Engineer

Mar 2019 – Jun 2019

Travix · Amsterdam, NL

Online travel agency

- Designed backend for Frontend, being this a standard and widely adopted service by the entire platform.
- Creator of a shared internal logging library for the server and client side, aligning logging standards and capabilities across the company.
- Contributed to new architecture development, building and migrating features towards a dynamic frontend platform and design system in React and Typescript.

## Frontend Engineer

Mar 2018 – Mar 2019

Travix · Amsterdam, NL

Online travel agency

- Setup new frontend observability metrics.
- Maintain legacy observability services written in golang.
- Part of a product team working on cross-sell products for the company.

## Full Stack Team Lead

Jun 2013 – Dec 2018

First Factory · Heredia, CRC

Nearshore software development.

- Lead development teams for multiple clients based in NYC.
- Collaboration and decision in web apps architecture for multiple projects
- Delivered multiple frontend projects in React, Angular and Nodejs.
- Mentored engineers spanning multiple teams and projects.
- Created multiple prototypes for mobile and web apps.
- Contributed to practice management software for healthcare written in Angular 1.x and C#.

## Software Engineer

Apr 2012 – Jun 2013

GBSYS · Curridabat, CRC

Technology consultancy company.

- Contributed to a web application in ASP.NET(C#).
- Contributed to Titanium Appcelerator mobile application.

## Software Engineer

Oct 2010 – Apr 2012

3WV · San Jose, CRC

Web marketing agency.

- Contributed to multiple web applications in ASP.NET.
- Contributed to desktop application in C# .NET.

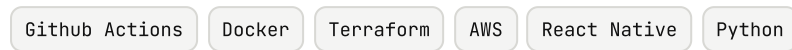
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## 02 Skills

## # Web Development



## # Other



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## 03 Projects

### Storybook Paddings Addon

Contributor

A Storybook addon to add different paddings to your preview. Useful for checking how components behave when surrounded by white space.



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## 04 Education

### Universidad Latinoamericana de Ciencia y Tecnología

Jun 2011 – Jan 2014

Degree (Coursework completed, degree not conferred) · Software Engineering

### Universidad Fidelitas

Apr 2008 – Apr 2011

Bachelor · Computer Science