

Alejandro Huerta Campos

Lead Software Engineer • 9+ Years • Full-Stack & Frontend (React • Next.js • TypeScript • Node.js • AWS)

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SUMMARY

Lead Software Engineer with 9+ years building and scaling high-traffic, revenue-generating web platforms across e-commerce, media, and industrial IoT. Deep expertise in React, Next.js, TypeScript, and Node.js, with production ownership of front-end architecture, performance engineering, and cloud infrastructure on AWS and Azure. Currently co-lead the KLO squad at Petco — a five-engineer team owning the stability and evolution of Petco.com, an e-commerce platform serving over 20 million monthly visitors — through clear architectural decisions, rigorous code review, and hands-on mentorship that raises team velocity and ships work that moves conversion.

EXPERIENCE

Lead Software Engineer — Petco

April 2025 – Present • Querétaro, MX (Hybrid)

- Co-lead the KLO (Keep the Lights On) squad alongside a second lead engineer, directing a team of five that owns site stability, defect resolution, and continuous improvement across Petco.com — an e-commerce platform serving 20–26M monthly visitors.
- Own front-end architecture decisions for critical customer-facing surfaces, driving initiatives from technical design through production release and post-launch monitoring.
- Improved Core Web Vitals across high-traffic templates by leading targeted performance work — reducing render-blocking work, optimizing image and asset delivery, and tightening bundle size — producing faster perceived load times and stronger SEO health.
- Strengthened cart and checkout reliability by re-architecting error handling and data-fetching patterns, and drive incident detection and triage through Datadog dashboards, alerting, and tracing to shorten the path from alert to root cause.
- Established the squad's code review, testing, and release standards, reinforcing them through paired coding and teaching-oriented reviews that raised code quality and accelerated the growth of senior and junior engineers alike.
- Partner with product, design, QA, and executive stakeholders to translate business priorities into a realistic technical roadmap and communicate trade-offs clearly to non-technical audiences.

Senior Software Engineer — Petco

April 2023 – April 2025 • Querétaro, MX

- Delivered and maintained features across the full Petco.com surface area — home, account, PDP, PLP, brand, cart, checkout, and order confirmation — balancing new development against a continuous stream of production priorities.
- Owned high-priority production incidents end to end, driving triage and resolution while providing clear, regular status updates to engineering and business stakeholders, including during peak retail traffic events.
- Improved page performance across key templates by profiling bundle size, eliminating unused JavaScript, and lazy loading non-critical components; analyzed ambiguous requirements to scope and estimate work for more accurate sprint planning.
- Mentored junior developers through hands-on coding examples and guided code reviews, accelerating their ramp-up and improving overall review quality on the team.

Petco Tech Stack: React, Next.js, TypeScript, JavaScript, Node.js, GraphQL, Redux, Sass, AWS, Cloudflare, Datadog, Vitest, Git, CI/CD, Agile/Scrum

Software Engineer II — Wizeline

October 2021 – April 2023 • Remote

Client: The News Movement — social-first Gen Z news publisher reaching tens of millions of viewers monthly

- Built and launched the client's flagship publishing website (thenewsmovement.com) from the ground up, delivering a fast, SEO-friendly editorial experience for a global audience.
- Implemented a unit and integration testing suite that established automated coverage where none existed, reducing regressions and increasing confidence in frequent releases.
- Owned ongoing support and maintenance of both the headless CMS and cloud infrastructure, improving publishing reliability and shortening the path from editorial draft to live story.
- Served as primary technical liaison to the client's CTO, editorial, and design teams, leading daily status meetings for a distributed team; reduced page weight and improved Lighthouse scores through image optimization, font loading strategy, and third-party script auditing.

Tech Stack: Next.js, React, TypeScript, Node.js, GraphQL, Headless CMS, AWS, Cloudflare, Jest, CI/CD

Software Engineer I — GE Aviation

July 2019 – October 2021 • Querétaro, MX

- Designed and shipped a React application for monitoring physical assets via drone imagery and real-time alerts, reducing asset loss caused by theft and damage.
- Built internal tools and data dashboards used by operations and engineering staff, replacing manual reporting workflows with self-serve visualizations.
- Optimized state management for high-frequency data views, and collaborated with hardware, data, and operations teams to define API contracts and data models for real-time telemetry ingestion.

Tech Stack: React, JavaScript, Node.js, Python, Flask, D3.js, Highcharts, REST APIs, Azure, SQL (PostgreSQL/MySQL)

Software Engineer Intern • Business Leadership Program Intern — GE Aviation

July 2017 – July 2019 • Querétaro, MX

- Selected for GE's Business Leadership Program, rotating across technical and business functions while completing a Computer Science degree, and converting to a full-time engineering offer; contributed production code and data visualizations to internal web applications.

Tech Stack: JavaScript, Polymer, HTML, CSS, Python, Flask, D3.js, Highcharts, SQL

TECHNICAL SKILLS

Languages & Core: TypeScript, JavaScript (ES6+), Python, HTML5, CSS3, SQL

Frontend Ecosystem: React, Next.js (App Router, SSR/SSG/ISR), React Native, Polymer, Redux / Redux Toolkit, TanStack Query, Sass, Tailwind CSS, Bootstrap, D3.js, Highcharts, Web Accessibility (WCAG 2.1), Core Web Vitals optimization

Backend & Data: Node.js, GraphQL (Apollo), REST API design, Flask, PostgreSQL, MySQL, Headless CMS, caching strategies

Cloud, DevOps & Testing: AWS, Microsoft Azure, Cloudflare, Docker, CI/CD pipelines, Datadog & observability, Vitest, Jest, React Testing Library, ESLint/Prettier

Architecture & Practices: Front-end system design, design systems & component libraries, performance engineering, incident triage & production support, technical roadmapping, Agile/Scrum, mentorship & team leadership

EDUCATION & CERTIFICATIONS

B.S., Computer Science and Engineering

Instituto Tecnológico de Querétaro • 2019

Microsoft Certified: Azure Fundamentals (AZ-900)

Microsoft • 2022

Languages

Spanish (Native) • English (Advanced / C1)