Juan Rebella

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ABOUT ME

Frontend-focused software engineer with full-stack experience, including DevOps and Machine Learning. Skilled in building products end-to-end, from MVPs to scalable production systems. Advocate for maintainable code, iterative shipping, data-driven decisions, and continuous learning from user metrics.

EXPERIENCE

Tech Lead | Staff Frontend Engineer (Technical IC)   *Uruguay*
Expressable   *2022*

Technical lead in a team of 15 engineers, serving as the most senior frontend IC. Responsible for architectural vision, code quality standards, and long-term maintainability across projects.

- Led the technical design and development of a complex signup application handling 200 potential customers daily; implemented A/B testing and metrics-driven UX iterations across 3 major redesigns, increasing conversion rates from <3% to over 35% in 6 months.

- Owned the architecture and rollout of a shared design system ("Syntax") built with Storybook, Tailwind, and component-driven development; adopted by all frontend teams, powering 100% of new UI features and reducing boilerplate code by 70%+.

- Defined and enforced engineering standards for React, Next.js, Vite, and TypeScript projects—improving long-term maintainability and reducing onboarding friction for new team members.

- Provided technical mentorship and guidance through architecture reviews, design sessions, and peer programming—serving as a thought partner and hands-on mentor, not a formal manager.

Frontend Engineer   *Uruguay*
W.W. Norton   *2021-2022*

- Lead frontend developer for an accessible EdTech platform; built the system from 0 to MVP with a modern, UX-focused interface supporting complex data visualization and manipulation.

- Contributed to the technical design and implementation of an open-source design system with a strong emphasis on accessibility and usability.

Frontend Engineer   *Uruguay*
BrightPlan   *2020-2021*

- Collaborated across multiple scrum teams on a large FinTech investment platform; modernized legacy React codebases, established scalable development practices, and built high-performance data visualization widgets with complex filtering and time-based financial insights.

Full Stack Engineer   *Uruguay*
Marvik   *2018-2020*

- As one of the first engineers at Marvik, contributed across the full stack on multiple small to mid-sized projects—building and shipping a real-time chatbot platform, designing ML data pipelines, and developing an integrated system for data collection, processing, and user-facing analytics.

SKILLS

Skills: React, NextJS, Typescript, Golang

EDUCATION

ORT University, Uruguay   *2015-2020*
Software Engineering