

Antonio Hidalgo Gómez

SENIOR FRONTEND ENGINEER & TECH LEAD

Senior Frontend Engineer with over 10 years of experience in high-traffic eCommerce platforms, performance, accessibility, and scalable architecture. Technical leader with expertise in mentoring and AI-driven solutions.

CONTACT INFORMATION

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PROFESSIONAL PROFILE

Senior Frontend Engineer with over 10 years of experience in web development, specializing in high-traffic eCommerce platforms, performance optimization, accessibility, and scalable architecture. Technical leader with proven expertise in team mentorship, engineering management, and AI-driven solutions to automate and optimize development workflows.

PROFESSIONAL EXPERIENCE

Engineering Manager / Senior Front-End Developer

Scalefast / ESW - Madrid, Spain · Jun 2014 - Present

- Frontend Architecture & Microfrontends:** First Front-End Developer at Scalefast; participated in the design and implementation of the frontend architecture using Angular with a modular and scalable approach. Worked on structuring the application through lazy loading of independent modules, feature-based separation, and patterns that facilitate independent development across teams, establishing coding standards adopted company-wide.
- Component System Design:** Built and maintained a comprehensive design system with reusable Angular components, Sass, and Storybook, improving code efficiency and ensuring visual consistency across multiple international storefronts.
- Performance Leadership:** Reduced initial page load time by 35% through strategic implementation of lazy loading, bundle splitting, image optimization, and advanced caching strategies, significantly improving user experience and conversion rates.
- AI Innovation Champion:** Led internal initiatives to integrate AI tools into development workflows, automating documentation generation, test creation, and code review processes, resulting in measurable productivity gains.

- **Team Building & Mentorship:** Conducted 20+ technical interviews and mentored 10+ developers through their professional growth, fostering a culture of continuous learning and technical excellence.
- **Company Growth Contribution:** Contributed to the company's exponential growth from 8 to 300+ employees (1,000+ post-ESW acquisition) by scaling technical infrastructure and team capabilities.
- **Strategic Investor:** Early-stage investor in Scalefast, providing unique business perspective that enables alignment of technical decisions with strategic business objectives.
- **Enterprise Partnerships:** Direct involvement in international projects with major global brands (subject to confidentiality agreements).

Web Developer (Freelance)

2011 - 2016

- Delivered custom website solutions for small and medium businesses using WordPress, PHP, HTML, CSS, and JavaScript, managing full project lifecycle from client requirements to deployment.

Front-End Developer (Freelance)

2009 - 2015

- Designed, developed, and maintained the website for Revista Exégesis using custom WordPress theme development, managing ongoing content updates and technical improvements.

TECHNICAL SKILLS

- **Frontend:** HTML5, CSS3 (Sass, Less), JavaScript (ES6+), TypeScript, Angular (modular architecture, lazy loading, microfrontends), React, Astro, Web Components
- **Accessibility & UX:** WAI-ARIA, WCAG compliance, responsive design, A11y best practices
- **Testing:** Jasmine, Jest, Cypress, Testing Library
- **DevOps / Build:** Webpack, Vite, CI/CD, GitHub Actions, npm scripts
- **Backend:** PHP, Laravel, Node.js, REST APIs
- **Design & Collaboration:** Figma, Zeplin, Chrome DevTools, Notion, Jira
- **Automation / AI:** GitHub Copilot, ChatGPT, prompt engineering, AI-assisted code generation and documentation

EDUCATION

Self-taught since 2009. Continuous learning through Frontend Masters, Udemy, freeCodeCamp, and official documentation.

LANGUAGES

- Spanish: Native

- English: B2 (Professional working proficiency in documentation, meetings, and international collaboration)
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PERSONAL PROJECTS

- revista-exegesis.com – Full design and development of the website.
 - Personal technical blog (in development) focused on CSS, accessibility, and modern frameworks like Astro and Angular.
 - Accessible color palette generator (WIP) – Angular application focused on color contrast and visual accessibility.
 - Astro CV Kit – A minimalist, responsive, and accessible CV/resume template built with Astro with automatic PDF generation.
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INTERESTS

Technology, artificial intelligence, video games, music, reading, personal finance, and investing.