

Juan Visbal

Web Engineer & Tech Lead

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I'm a Web Engineer with over 10 years of experience in Ruby on Rails and Shopify. As the former Head of Engineering for an e-commerce SaaS company, I am now Tech lead for a Shopify Platinum Partner, focusing on delivering high-quality eCommerce solutions.

Work Experience

Senior Engineer | Tech Lead – (2023-present)

SLTWTR

- Solutions Architect and Tech Lead for retainer clients, acting as a liaison between product management and development teams, ensuring projects are scoped and delivered on time.
- Oversee Shopify Plus store development, focusing on advanced features and customizations.
- Manage advanced third-party integrations with providers such as SearchSpring, Nosto, and Swym, enhancing store capabilities.
- Mentor developers, promoting a collaborative and innovative team environment, doubling the team size.

Support Engineer | Head of Engineering – (2016-2023)

Pasilobus

- Directed product development for the Shopify App Store, aligning product features with market needs.
- Led engineering efforts, resulting in improved project delivery timelines and enhanced product quality.
- Provided technical support for Shopify merchants, resolving issues effectively and improving customer satisfaction.
- Mentored engineering interns, fostering skill development and career growth.

Tech Consultant – (2018-2019)

MAVI

- Create online websites using WordPress, focusing on SEO and security, contributing to increased client visibility.
- Consult on technical decisions for courses and social media management.

Freelance website development – (2015-2019)

- Designed and developed custom websites for small to medium businesses, ensuring user-friendly interfaces and client satisfaction.
- Managed hosting and CMS setups, providing ongoing support and maintenance.

Education

- 'Enterprise coaching and PNL' Seminar – Coomeva (2015)
- Electronics Engineering Degree – Universidad del Norte (2014)
- 'Systems & Signals' Class Monitor – Universidad del Norte (2013)

Volunteer Work

- Rotary International (2014-current)

Skills

Main	HTML5/CSS/JS, Ruby, Ruby on Rails, Shopify, Tailwind, Hotwire
Code	GraphQL, SCSS, JSON, Git, GitHub, Deploybot, React, Alpine, SQL, Postgres, Hydrogen, Node, Webpack
Other Tools	Claude, AI coding agents, Notion, Figma, Loom, ClickUp

Language

Fluent and proficient in Spanish & English.

Portfolio

- SLTWTR – sltwtr.com
- Pasilobus Apps – apps.shopify.com/partners/pasilobus
- MAVI (2017) – mavicool.org
- Pierrot Theater Academy (2015)
- Malinche Barranquilla (2016)
- Álvarez & Asociados (2016)

Other Links

- [LinkedIn](#)
- [GitHub](#)