

Fernando Peralta

Web Developer & Technical Lead

📍 Mexico City ✉ fernando_peraltac@hotmail.com 📞 +52 55 2575 8571
🌐 in/fernandoperaltac 🌐 fernandoperalta.xyz

SUMMARY

Web Developer & Technical Lead with 7+ years of experience building and leading web projects for enterprise clients. Currently Web Production Manager in Mexico for HSBC's global team, overseeing 30+ sites across enterprise and innovation banking. Previously led a 4-person development team at a digital agency, delivering 12+ projects for brands like Original Penguin and Panda Express. Experienced in modern JavaScript (Astro, Next.js, React, TypeScript), Shopify/Liquid, and PHP/Laravel across the full delivery cycle. Currently pursuing ISC2 CC certification and exploring AI tooling.

EXPERIENCE

HSBC México

Mexico City

Web Production Manager · Full-time

November 2024 – Present

- Web Production Manager in Mexico within HSBC's global team, overseeing QC and implementation of ~60 tickets/month across 30+ enterprise and innovation banking sites.
- Built an internal browser extension that reduced content errors by 80% for a 20+ person team managing HSBC's internal services.
- Contributed to the development and launch of Innovation Banking pages for India and Singapore.
- Administer CMS platforms (Sitecore, SharePoint, WordPress), managing roles, permissions, and digital asset workflows.
- Coordinate with design, marketing, and technical teams across multiple countries to ensure compliance with global standards.

Applabmx

Chula Vista, CA, United States

Shopify Developer · Freelance/Remote

March 2024 – June 2025

- Managed and developed 5 Shopify stores, building all themes from scratch to eliminate boilerplate code and optimize performance and SEO.
- Managed the Palmer's e-commerce store, developing 6 custom Liquid sections and 3 landing pages to support the brand's online presence.
- Implemented custom sections with Liquid, including a gallery component re-engineered from blog entries.
- Integrated third-party applications, managed inventory metadata, and provided ongoing bug fixes and library updates.

Industria Social

Mexico City

Lead Web Developer · Full-time (Agency)

December 2021 – February 2025

- Led a 4-person development team, owning client relationships from requirements gathering through training, launch, and progress presentations.
- Delivered 9 projects and maintained 3 ongoing accounts, including Original Penguin (~2M MXN/month revenue), RCA Mexico (~1M MXN/month revenue), and Panda Express.
- Built and managed Shopify stores for major brands, implementing features that contributed to conversion improvements.
- Developed sites and applications using Astro, Next.js, React, PHP/Laravel, and WordPress across the full delivery cycle.
- Designed email templates for Mailchimp campaigns, improving delivery and engagement rates for client accounts.

10Bet Latam

Mid Front-End Developer · Project-based

Mexico City
October 2022 – March 2023

- Created all email templates for 10Bet Mexico's online casino launch, establishing the email marketing foundation for the new market.
- Developed 30+ landing pages for Mexico, Africa, and Europe in direct collaboration with the European development team.
- Automated compliance page generation through custom components and an API, replacing previously hardcoded implementations.
- Managed content via CMS Cube and monitored server infrastructure on AWS.

Comisión de Operación y Fomento de Actividades Académicas del IPN

Database Administrator · Full-time (Government)

Mexico City
January 2020 – January 2022

- Built 5 internal web applications, transforming manual paper-based processes into digital systems across the organization.
- Migrated all databases and 50% of internal systems to the web, increasing operational efficiency and data accessibility.
- Developed a service ticketing system that digitized the entire support workflow—replacing 100% of paper-based processes, saving printing costs and reducing environmental impact. Added pre-/post-service equipment logs for better asset tracking and implemented quality surveys to measure technician performance.
- Created a ticket control dashboard, bringing structure and visibility to a previously untracked process.
- Developed the Transparency Obligations website and the Code of Conduct registration system for the oversight body, enabling employee compliance tracking with internal regulations.
- Implemented database backup, maintenance, and update procedures, and provided comprehensive technical support ensuring system uptime.

Comisión de Operación y Fomento de Actividades Académicas del IPN

System Administrator · Full-time (Government)

Mexico City
November 2019 – January 2020

- Designed and developed COFAA's official website (cofaa.ipn.mx) using Modex CMS, improving functionality and user interface while ensuring compliance with IPN standards.
- Maintained and optimized server performance, including configuring a new server for the Technical Support department, improving security and uptime.

EDUCATION

Applied Mathematics and Computing

Fes Acatlán – Universidad Nacional Autónoma de México

Mexico City

Computer Systems Engineering

Escuela Superior de Cómputo – Instituto Politécnico Nacional

Mexico City

Mathematics

Universidad Abierta y a Distancia de México

Mexico City

Machines with Automated Systems

Centro de Estudios Científicos y Tecnológicos N.º 2

Mexico City

CERTIFICATIONS

Business AI Ambassador – HSBC • 2025

Responsible AI – HSBC • 2025

Professional Fundamentals of Generative AI – Microsoft & LinkedIn • 2025

Data Engineering + Generative AI – Databricks • 2026

Cybersecurity Basics 4.0 – *Asociación de Bancos de México (ABM), A.C.* • 2025

Cyber Fundamentals – *Immersive* • 2026

Advanced Prompt Engineering Techniques – *LinkedIn* • 2025

Voxy Proficiency Achievement Certificate – Intermediate (English B2) – *Voxy* • 2025

Scrum Fundamentals Certified (SFC™) – *Scrum Study*

ISC2 CC Candidate (Certified in Cybersecurity) – *ISC2* • 2025

Fraud Prevention – *Asociación de Bancos de México (ABM), A.C.* • 2025

SKILLS

Languages: JavaScript, TypeScript, Python, PHP, C++, SQL, Bash.

Frameworks & Libraries: React, Next.js, Astro, Laravel, Node.js, Zustand, Liquid, Tailwind, Sass, Bootstrap, jQuery.

Platforms & CMS: Shopify, WordPress, Sitecore, SharePoint, Webflow, Magento.

Databases: MySQL, MongoDB.

Tools & Environment: Git, GitHub, GitLab, Linux, Bash, Terminal, AWS, Server Administration, CI/CD.

AI Tools: Claude Code, GitHub Copilot, Codex, Gemini CLI.