

# Jorge Plasencia

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## EDUCATION

### Tecnologico de Monterrey

Bachelor of Science in Computer Science and Technology.

Aug. 2020 – May 2024

Guadalajara, Jalisco, México

## EXPERIENCE

### Frontend engineer

Jan. 2025 – Present

Pefai

CDMX, México

- Engineered an AI-powered chat interface with **multimodal file support** and **web search integration** for a B2B no-code platform, increasing client's productivity by 70% by reducing development time.
- Developed custom rendering solutions for complex content blocks and implemented CSS pseudo-elements logic in the frontend builder, enhancing the platform's capabilities for enterprise clients.

### Frontend Team Lead

Sept. 2024 – Jan. 2025

Lolasux

Zapopan, Jalisco, México

- Created multiple complex user interfaces including chats, a back-office and multi-step forms with state machines made using **x-state**.
- Led innovative frontend projects leveraging advanced AI capabilities to elevate user engagement and streamline operational processes.

### Research & Development Intern

Oct. 2023 – Jul. 2024

HP Labs

Guadalajara, Jalisco, México

- Revamped 3D graphics visualization software with new features tailored for advanced manufacturing using both **three.js** and **VTK.js**, speeding up rendering by 25% for faster prototype iterations and market entry.
- Led the redesign and optimization of software frontend, resulting in a more user-friendly interface. Upgraded efficiency in navigating and manipulating complex 3D scenes by 25% for refined productivity in manufacturing workflows.

### Frontend Engineer

Jan. 2023 – Jul. 2023

Lizza

Zapopan, Jalisco, México

- Served as the main frontend engineer for an interconnected ecosystem of 3 applications: a marketplace with multiple stores, a seller platform for merchandise management, and a shopper app serving as the main storefront.
- Deployed turborepo for efficient code management, boosting development speed by 30% and cutting new developer ramp-up time by 50%.
- Spearheaded tech stack upgrade to **TypeScript/Next.js**, leading to 30% faster page loads, 20% higher user engagement, and a 40% increase in user satisfaction while serving as primary UI frontend engineer.

### Jr. Frontend Engineer

Mar. 2022 – Oct. 2022

MisFans

Zapopan, Jalisco, México

- Developed a cutting-edge donation component for OBS Studio, blending modern web technologies with Next.js and server-side rendering to enhance page load speeds and increase user engagement by 5%.

## PROJECTS

### AI Chat Interface (Pefai) | JavaScript, React

May. 2025 - May. 2025

- Designed and implemented a sophisticated AI chat interface featuring **multimodal file processing, reasoning capabilities**, and seamless web search integration for enterprise users.
- Engineered a custom artifact renderer system that dynamically displays specialized content blocks like code snippets and search results, improving user comprehension of AI responses.
- Developed an efficient stream processing architecture to maintain proper display order of chat elements while optimizing performance for a responsive user experience.

### Vesta (HP Labs) | JavaScript, React, Three.js, VTK.js, Electron.js

Oct. 2023 - Jul. 2024

- Contributed to the development of a sophisticated software tool utilized at HP Labs, leveraging **Three.js** for **WebGL**-based 3D visualization and interaction for preparing models for 3D printing using React and Electron.
- Mitigated crashes by optimizing handling of multiple 3D scenes, resulting in a **40% decrease in stability issues**.
- Implemented efficient C++ algorithms to optimize model processing and packing, leading to a significant enhancement in the software's performance and usability.

## TECHNICAL SKILLS

**Languages:** JavaScript, TypeScript, Python

**Developer Tools:** Linux Systems, CLI, Turborepo, Git, Vercel, Supabase

**Frameworks & Libraries:** Tailwindcss, React.js, Next.js, React Native, Three.js, React Three Fiber, Framer Motion