

Adriana Fruchter

User-Centered Design Engineer, AI Innovator & Explorer

Hello! I'm a creative thinker with a strong background in front-end engineering, deeply passionate about user interaction and experiences. Proficient in React and Tailwind, I bring robust problem-solving skills and a commitment to user-centered design. Having completed the eCornell UX Design Certification, I possess a solid understanding of the product development cycle. Recently, I've been extensively exploring AI and various tools to further enhance my projects.

DaliCommerce - Co-founder & Product Engineer

Feb 2022 - May 2023 - Remotely - Livingston/NJ

Founder of a company specializing in user-centered design, offering integration and e-commerce solutions. Expert in Figma for marketing materials, campaigns, and UI/UX design. Leading DaliCollab, a platform for collaborative projects, integrating AI tools to suggest prompts and interact with OpenAI and Gemma. Leveraging React, AG Grid, and Tailwind for front-end development, while utilizing technologies like Cloudflare Workers to refine user experiences and stay at the forefront of emerging trends.

KBRA.com - Software Engineer

Feb 2022 - Apr 2023 - Remotely - Livingston/NJ

As a Front-End Developer at KBRA, I collaborated with the team to deliver a seamless user experience across KBRA.com web applications. I worked on the Premium Entitlement project, finishing the front-end interface details to meet the design and functionality requirements. I helped implement the new search functionality using Elastic, improving the users' search speed and accuracy. I also explored and collaborated with heuristic analysis and UX design ideas. Stack: React, Typescript, Tailwind, Elastic Search, GraphQL, React-Admin, NextJs, Remix, Cypress, Jest, Storybook, GitLab, VS, Jira, Zod, Contentful, Pendo.io, Figma

DDSGadget, Inc. | Software Engineer

Dec 2019 - Feb 2022 - Remotely - Livingston / NJ

I contributed to building a new website version utilizing Next.js Commerce with a headless backend. Integrated drop-shipping and managed inventory using Postgres (via Hasura) and React-Admin.

React, React-Admin, NextJs, TypeScript, Tailwind, GitHub

Anthony Brands | Interactive Consulting

Jan 2015 - Feb 2018 - Remotely - Aventura / FL

Customized Woocommerce theme with Bootstrap design. Installed WordPress plugins for Facebook and Google Analytics integration. Managed daily website operations for second brand, collaborated with Marketing agency, and resolved issues.

Wordpress, Woocommerce, Google Analytics, , ZenDesk, SEO

soCozy.com | Interactive Consulting

Feb 2014 - Dec 2018 - Remotely - Aventura / FL

Updated Magento to Version 1.9, installed customized themes, and integrated new extensions. Ensured the ongoing maintenance of the website.

Magento, PHP, SEO

OsseoNews, Inc./ DDSGadget, Inc. | Interactive Consulting

Apr 2010 - Dec 2019 - Remotely - Aventura / FL

Managed client WordPress site, migrated to Next.js/React platform. Daily maintenance the Magento e-commerce site, integrating extensions, connecting the warehouse & CRM via custom APIs

Wordpress, NextJs/React, V-tiger, AirTable, Hassura, Ordoro

G2 DIRECT & DIGITAL | Senior Flash Developer

Mar 2007 - Aug 2009 - In Person - Manhattan / NY

Created flash applications for our clients, including mini Flash websites, animations, and rich media banners focused on user interactions. Gained significant experience using online advertising platforms.

Aetna, 3M, Adobe, New Haart, Liberty Mutual, Flomax, Glaxo, Pfizer, Orenicia, Su Chemical, Kmart, Kraft, Latisse, Cialis, Crown Royal

📍 Livingston, NJ

🌐 [linkedin.com/in/adriana-fruchter](https://www.linkedin.com/in/adriana-fruchter)

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🌐 portfolio-af.framer.ai

📞 917.612.0163

🇺🇸 US Citizen

University Estácio De Sá

BA Computer Science

Rio de Janeiro, Brazil - 1998

Pontifícia Universidade Católica

Computer Programming

Rio de Janeiro, Brazil - 2002

Languages

- English - Portuguese

Stack

- **Design and Prototyping:** Figma, Sketch.
- **Frontend:** React, Next.js, Gatsby, TypeScript, Tailwind CSS, Material UI, AG Grid, Storybook
- **No-code:** Framer, Webflow, Jotform.
- **Backend:** Cloudflare Workers, Node.js, GraphQL, REST APIs, Hasura, Vercel.
- **Testing:** Jest
- **And more:** Shopify, DatoCMS, Contentful, GitLab, GitHub, Visual Studio, Jira, Postman, Elastic Search, React-Admin, Discourse, Pendo.io, Data Dog.

Continuing Education

- eCornell University - User Experience Design eCornell Certificate
- Tensorflow 2 and Keras Deep Learning Bootcamp - Udemy - ongoing
- User Experience Design Fundamentals: Udemy: Joe Natoli
- Next.js & React - The Complete Guide - Udemy: Maximilian Schwarzmüller
- Understanding TypeScript - Udemy: Maximilian Schwarzmüller
- React Testing with Jest and Enzyme - Udemy: Bonnie Schulkin
- MAGENTO 1- Certified Front End Developer #4039551