

Luis Carrera

Software and artificial intelligence developer

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PROFILE

Software developer with 14 years of coding, self taught since the age of 15. Founder of Luic, where I lead the technical vision and its execution, and CTO of LabsChats. I build web applications with React, Next.js and Node.js, Shopify stores and WordPress sites, and I integrate artificial intelligence into operations that already run, using the Claude and OpenAI APIs, n8n and MCP. At B360 | Google Business View I raised WordPress load speed by 85% and cut Firebase costs by 45% by migrating the REST API to second generation Cloud Functions. Twelve projects in production, all of them open to check. I work from Guatemala City with clients in Guatemala, Mexico, Central America and the United States.

PROFESSIONAL EXPERIENCE

Chief Technology Officer

LabsChats – Guatemala (hybrid, full time)

August 2025 – 2026

Founder

Luic – Guatemala (remote, full time)

July 2021 – 2026

- I lead the technical vision and development execution, acting as the bridge between business strategy and code.
- Custom web applications and SaaS platforms with React, Next.js, Node.js and Cloudflare architectures.
- High performance stores and sites on Shopify and WordPress, far beyond the default template.
- Stack decisions driven by business goals, not the other way round.

Software Developer

B360 | Google Business View – United States (remote, full time)

June 2022 – June 2025

- Optimised WordPress sites with an 85% increase in load speed, and improved SEO through the Cloudflare CDN, semantic markup and image optimisation.
- Cut Firebase costs by 45% by migrating the REST API to second generation Cloud Functions and automating processes with Firestore Triggers.
- Hardened web security with modern techniques and ran migrations to safer, more efficient hosting environments.

Web developer

Llaves de Mi Tierra – Guatemala (remote, part time)

September 2022 – January 2024

- Built an internal client management CRM from scratch with PHP, MySQL and React that unified the data and organised the workflow.
- Led the creation of a WhatsApp chatbot with Node.js, Express and the OpenAI API that automated lead qualification.
- Integrated the internal tools with the Google and Facebook Pixel APIs, and trained the staff, which contributed to closing more investment contracts.

Peacekeeper and IT support

Naciones Unidas (MONUSCO) – Congo - Kinshasa (on site, contract)

July 2020 – July 2021

- Carried out critical operational missions as a member of the contingent's special forces.
- Kept the IT infrastructure running for 150 personnel, with hardware and software maintenance.
- Trained officers and administrative staff on the mission's IT tools.
- Produced and edited audiovisual content for operational records and communications.

Military police staff sergeant

Ministerio de la Defensa Nacional de Guatemala – Guatemala (on site)

August 2017 – July 2020

- Led administrative and logistics duties, with the management and control of the unit's inventory and resources as my main responsibility.
- Produced audiovisual content for internal communications.
- Provided hardware and software technical support to personnel.

Assistant manager

Burger King – Guatemala (on site)

April 2014 – October 2016

- Supervised daily operations, customer service and compliance with food hygiene and safety standards.
- Led the team on operational efficiency, inventory management and staff training.

SELECTED PROJECTS

Propqix – Multi company real estate platform, in development

propqix.com

Condominium administration, sales CRM, leasing and a public marketplace for Latin America. It is the vertical behind half of my portfolio, turned into a product. In development, no production users yet.

Lalico – Shopify e-commerce

lalico.com

Full online store with inventory integrations, payment gateways and conversion optimisation.

Vicinia Americas – WordPress corporate site

viciniaamericas.com.gt

Web platform for a real estate developer, with a property catalogue, contact forms and SEO optimisation.

Chatbot WhatsApp – Artificial intelligence automation

Lead qualification bot for WhatsApp Business that automates first contact with potential clients.

TECHNICAL SKILLS

Languages: JavaScript, TypeScript, PHP, SQL, HTML5, CSS3

Frontend: React, Next.js, Tailwind CSS, Bootstrap, jQuery

Backend: Node.js, Express.js, API REST

Mobile: React Native, Expo

CMS and e-commerce: WordPress, Shopify, WooCommerce

Databases: MySQL, PostgreSQL, Firebase/Firestore, MongoDB

Cloud and infrastructure: Google Cloud Platform, Cloudflare (CDN, WAF, Workers), Firebase, VPS, Linux

AI and automation: Claude API, OpenAI API, n8n, MCP, agentes de IA

DevOps: Git, GitHub, CI/CD, administración de servidores

SEO: Core Web Vitals, Schema Markup, Google Search Console, Analytics

Competencies: Self directed learning, communication with non technical clients, time management, adaptability and remote teamwork.

EDUCATION AND TRAINING

Information Technology

Platzi – 2021 – 2025

PostgreSQL, Express.js, React.js and Node.js. The course certificates are listed under Certifications.

Web Development

freeCodeCamp – 2021 – 2022

Responsive Web Design, JavaScript Algorithms and Data Structures, Front End Development Libraries, and Back End Development and APIs.

Full Stack Development

Udemy – 2020 – 2021

English

Platzi – 2020 – 2022

High school diploma in Computing with a Commercial focus

Liceo en Computación Rotterdam – 2013 – 2015

CERTIFICATIONS AND LICENSES (19)

freeCodeCamp (2022 – 2023): JavaScript Algorithms and Data Structures; Responsive Web Design.

Udemy (2021): Full Stack Web Development Bootcamp 2021.

Platzi (2021 – 2022): Curso Práctico de React.js; Curso Profesional de Git y GitHub; Curso de Webpack; Curso de Gestión de Dependencias y Paquetes con NPM; Curso de Manipulación del DOM; Curso de Asincronismo con JavaScript; Curso de ECMAScript 6+; Curso de Programación Funcional con JavaScript; Curso de Programación Orientada a Objetos con JavaScript; Curso Práctico de JavaScript; Curso Profesional de CSS Grid Layout; Curso de Algoritmos y Pensamiento Lógico; Curso de Frontend Developer; Curso de Responsive Design: Maquetación Mobile First; Curso de Prework: Configuración de Entorno de Desarrollo en Linux.

ServSafe (2016): ServSafe Food Handler (expired 2021).

HONORS AND AWARDS

The United Nations Medal

Naciones Unidas – 2021

Awarded in recognition of having completed the required period of qualifying service as a military member of the United Nations Stabilization Mission in the Democratic Republic of the Congo (MONUSCO).

LANGUAGES

Spanish: Native or bilingual · English: Full professional proficiency

Certifications with their identifiers and the always current version of this resume: luisarrera.dev/en/cv