

Jherson Martelo Medina

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PROFESSIONAL SUMMARY

Web developer with 6+ years of experience, including 2+ years building and maintaining WordPress sites and multisites, specializing in theme and plugin development using PHP, JavaScript, HTML, and CSS. Led the creation of a custom React-based block library built on Gutenberg and custom blocks and optimized Core Web Vitals by 30%. Experienced in CI/CD workflows and performance and security maintenance.

WORK EXPERIENCE

Yourway Learning | *Software Engineer II*

Mar 2025 - Present

- Owned the design system repository using Chakra UI, Storybook, and Jest; led the full migration from Chakra v2 to v3 across the application, ensuring visual consistency and component scalability while adhering to accessibility standards.
- Built Yourway Activities, a virtual classroom with live interaction powered by Convex, delivering a polished student-teacher engagement experience for K-12 schools including Chicago and NYC Public Schools.
- Developed an analytics dashboard UI, created bar and pie chart visualizations with Rechart and Chakra UI Chart components, and added reusable components to the design system, enabling stakeholders to interpret key metrics faster
- Implemented an AI-powered video suggestion feature by building a NestJS service that pulls YouTube results using AI-generated keywords, which increased relevant video recommendations for users; also began developing a presentation editor on top of Tiptap
- Optimized site load times and runtime efficiency, improving website performance by 20%.

Nexer Group S.A.S | *Mid Developer*

Oct 2022 - Mar 2025

- Owned a custom WordPress plugin with a library of React-based blocks and Tailwind CSS on WP Engine, serving as the component system for 3 client projects - ensuring visual cohesion and modularity.
- Led Core Web Vitals optimization across 2 WordPress projects, achieving an average 30% performance improvement focused on layout shifts, load times, and interaction responsiveness.
- Implemented CI/CD via Bitbucket Pipelines, replacing manual FileZilla deployments and cutting release time from ~60 min to under 15 min.
- Won 2nd place (out of 4 teams) in a company hackathon by building an AI-powered content engine with PayloadCMS and PostHog analytics that auto-generated blog content from topic prompts.
- Implemented back-end enhancements using PHP to extend plugin functionality and integrate third-party APIs.

Koombea | *Frontend Developer*

Apr 2021 - Oct 2022

- Proposed and led migration from Webpack to esbuild, making compilation 3x faster and improving developer experience across the team.
- Developed and refined data visualization charts using Nivo for an education-oriented project, delivering clear and polished analytics interfaces for school stakeholders.
- Led front-end decisions collaborating with UI designers using React, JavaScript, Redux, Chakra UI, and SASS, resulting in a consistent component library that streamlined development and reduced design-to-implementation time

SKILLS

- **Programming Languages:** JavaScript, PHP
- **Frameworks & Libraries:** React, NextJS, Redux, GSAP, Framer Motion
- **Styling & UI Frameworks:** Chakra UI, Tailwind CSS
- **CMS & Tools:** WordPress, WP Engine, Storybook, Convex, PostHog, Kinsta
- **Performance & Standards:** Website Performance, Accessibility Standards

EDUCATION

Universidad Pontificia Bolivariana | *B.S., Systems Engineering*

Jan 2014 - Jan 2019

PROJECTS

Kod Lab Studio | <http://kodlab.co/>

- Built an agency website from Figma designs using NextJS, Framer Motion, GSAP, and Tailwind CSS, integrating parallax scrolling, flip card interactions, and dark/light theme support while optimizing performance and accessibility standards
- Integrated PayloadCMS as a headless CMS for content management, demonstrating strong attention to motion, spacing, interaction feel, and SEO-friendly structure

AWARDS AND ACCOLADES

- **Nexer Group Internal Hackathon, 2024 | 2nd Place, out of 4 teams:** Built an AI-powered content engine with PayloadCMS, PostHog analytics, and AI-generated keywords/blog content integrated into a marketing site CMS for data-driven content creation.
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Nexer Group Internal Hackathon, 2023 | 1st Place, out of 3 teams: Developed an AI-driven resume screening tool using NextJS, OpenAI, and LangChain that streamlined HR evaluation processes.