Manuel Garcia Genta
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Summary

Staff Frontend Engineer with 11+ years of experience building production-ready web applications for US-based and international companies. I specialize in React and Next.js, combining solid frontend architecture with design sensibility to deliver performant, maintainable, and visually refined, interactive interfaces. I thrive at the intersection of engineering and design, acting as the technical bridge between product vision and pixel-perfect execution. I design and implement AI-augmented development workflows using coding assistants, project-scoped agent configurations, and reusable engineering standards to improve consistency, maintainability, and team velocity.

Experience

Senior UI Engineer
Aries Solutions / contracting for Green Thumb Industries (Remote, US-based) · Jul 2026 – Present

- Build and evolve production web applications for **Green Thumb Industries**, delivering scalable, maintainable frontend solutions with React, Next.js, and TypeScript.
- Collaborate with product, design, and engineering stakeholders to translate complex business requirements into clear, high-quality user experiences.
- Define and apply **frontend architecture,** reusable component patterns, and development standards that improve consistency and long-term maintainability.
- Use **AI-augmented development workflows** and project-scoped agent configurations to accelerate implementation while maintaining code quality and reviewability.
- Contribute across the full delivery lifecycle, from technical discovery and implementation through testing, iteration, and release.

Senior Fullstack Engineer
Epic Games (Remote, US-based) · Mar 2025 – Apr 2026

- Led the modernization of large-scale internal platform applications from Angular to **React** and **Next.js**, improving maintainability, performance, and long-term scalability.
- Built complex internal tooling and data-driven interfaces used by engineering teams to manage workflows, configuration, and operational processes.
- Designed and **owned the UI/UX** strategy for internal developer-facing tools, transforming complex and outdated workflows into intuitive, modern interfaces.
- Introduced type-safe data flows, modern component architecture, and frontend best practices adopted across the broader engineering team.

Lead Frontend Engineer (Staff Level)
Innovus Labs (Remote, US-based) · May 2024 – Mar 2025

- Led the frontend discipline across the company, defining architecture standards, coding conventions, and long-term technical direction.
- Architected and delivered the company's flagship product **from greenfield to production**, owning all major technical decisions across the frontend stack.
- Built and maintained reusable frontend starter templates and scalable application foundations, reducing project ramp-up time and improving consistency across multiple projects.
- Implemented modular frontend patterns and shared UI infrastructure to improve maintainability, scalability, and development velocity across teams.
- Built API-driven interfaces and dynamic frontend behaviors powered by external configuration and CMS-managed content.
- Served as the primary frontend technical decision-maker, aligning engineering execution with product goals and design vision.

Lead Frontend Engineer
Ditto (Remote, US-based) · Mar 2023 – May 2024

- Sole frontend engineer responsible for taking Ditto’s marketing website **from concept to production**, collaborating directly with two designers.

- Defined all frontend architecture, performance strategy, and implementation standards using **Next.js**, making every key technical decision independently.
- Built **CMS-driven** and API-powered frontend systems using **DatoCMS** and **GraphQL**, enabling non-technical stakeholders to manage content and platform behavior without engineering involvement.
- Drove **SEO** and **Core Web Vitals** optimization across all public surfaces, owning performance and **Lighthouse** quality end-to-end.
- Acted as the technical counterpart to design — ensuring pixel-perfect execution, brand consistency, and product-aligned UX decisions.

Senior Frontend Engineer
Basement Studio (Remote, Argentina) · Jul 2020 – Mar 2023

- Developed React components for **TheySaid**, contributing to a large distributed product engineering team with a fast-paced shipping cadence.
- Built and maintained multiple **Next.js** websites (TheySaid.io, Ranboo Fashion), ensuring responsiveness, performance, and design fidelity across all viewports.
- Led the frontend development of **MrBallen Shop**, an e-commerce platform built for UX quality and conversion, including Shopify and Stripe integrations.
- Developed complex interactive frontend systems and animation-driven web experiences using **GSAP**, focusing on performance, responsiveness, and reusable motion architecture (Scale.com and Graphite.dev).

UX / Frontend Developer
Making Sense (Mar del Plata, Argentina) · Oct 2016 – Jul 2020

- Built WordPress and JavaScript-based marketing websites for Doppler, working closely with marketing and product stakeholders across multiple product launches.
- Contributed React components and features to the VAS Platform as part of a large cross-functional engineering group. Focused on usability standards, cross-browser reliability, and visual consistency across products.

Frontend Developer
Globant (Mar del Plata, Argentina) · Dec 2014 – Sep 2016

- Developed reusable, accessible jQuery UI components for **Intuit QuickBooks**, contributing to a large-scale enterprise product team.
- Maintained and enhanced **AngularJS** applications, ensuring stability and continuous feature delivery.

Skills

Core
TypeScript · JavaScript · Node.js · HTML5 · CSS3 · React · Next.js (App Router) · Zustand · Redux · Component System Design · Modular Architecture

Styling & Animation
Tailwind CSS · SCSS Modules · Styled Components · GSAP · CSS/SVG Animations · Responsive Design · Mobile-First Design

CMS, Data & i18n
Sanity · GROQ · DatoCMS · GraphQL · REST APIs · Headless CMS · next-intl · Internationalization (i18n)

Performance & SEO
Core Web Vitals · Lighthouse · SEO · Performance Optimization · Vercel

Tooling
Git · ESLint · Prettier · Figma · TypeScript Strict Mode

Testing
Jest · React Testing Library · Playwright

AI & Development Workflows
AI-augmented development · AI coding agents · Agent workflow design · Repository-scoped agent instructions · OpenAI Codex · Cursor · Claude Code · GitHub Copilot · Developer tooling · Engineering standards

Practices
Frontend Architecture · React Server Components · Accessibility (WCAG) · CI/CD · Agile

Education

FASTA University
B.S. in Computer Engineering · 2009 – 2019

Language & Certifications

English — Fluent (Professional Proficiency)

- AICE English Language (Cambridge International)
- Cambridge First Certificate in English (FCE)