

Pelayo Maojo

Las Palmas de Gran Canaria, Spain · pelayomaojo.es · linkedin.com/in/pmaojo · github.com/pmaojo

EXPERIENCE

The Wise Dreams

Frontend Tech Lead

Jan 2026 – Present

- Lead frontend architecture: microfrontends with Module Federation and SOLID; mentor the frontend team through code reviews.
- Build Python services on hexagonal architecture and AI features: agentic flows and MCP servers.
- Sharply reduced technical debt and lead time for new increments; set shared standards and starters that let the team adopt new technology quickly.

Deipe

Frontend Developer & UX/UI Lead

Jan 2024 – Jan 2026

- Designed and built the design system, on Ant Design, of GIO: optical store and clinic management software used by 2,000 optical stores.
- Applied DDD and SOLID to the frontend architecture; covered critical flows with Cypress end-to-end tests.
- Introduced AI features (LLMs, RAG) and led interface and interaction design across the product.

codafish GmbH

Full-Stack Developer

Remote

Jul 2022 – Oct 2023

- Developed high-revenue enterprise ecommerce platforms with Symfony and Pimcore for brands such as Panorama Marbella and YORXS.
- Built responsive, accessible frontends and maintained WordPress sites for clients.

LIQUID

Creative Director

Remote

Mar 2021 – Jun 2022

- Directed creative and digital strategy for campaigns for Burger King, KFC, Kellogg's, Belcorp, Alicorp and Roche.
- Defined UX/UI guidelines and scalable design systems; provided branding and go-to-market for startups in a healthy food accelerator.

Freelance

Full-Stack Developer & UX/UI Designer

Spain

Nov 2013 – Mar 2021

- Designed and shipped digital products end to end for startups and SMEs with Node, Python, PHP, Rails and React.
- Delivered UX/UI design, branding and growth strategy aligned with each client's business goals.

Cartom Comunicación

Creative Director; Art Director & Web Designer

Madrid, Spain

Nov 2005 – Nov 2013

- Led the agency's digital transformation and its web design team; won several public tenders.
- Directed creative and UX strategy for Zeiss, Dunlop, Goodyear, Puleva, Roche and the regional government of Castilla-La Mancha.

EDUCATION

Universidad Camilo José Cela

Degree in Advertising and Public Relations (Master's level, Bologna)

Madrid, Spain

2001 – 2005

- Honors in Web Design, Audiovisual Production and Creativity. Creative Director of the 2005 Creadictos Advertising Festival.

Certifications: Cosmic Coding with Symfony 7, KnpLabs (2024) · Pimcore Developer Senior (2022) · EF SET English C1 (2021) · Design Thinking, Instituto Europeo de Posgrado (2020) · Elements of AI, University of Helsinki (2019) · Growth-Driven Design, HubSpot (2019)

SKILLS & LANGUAGES

Languages: TypeScript, JavaScript, Python, Go, Rust, PHP, Ruby, HTML, CSS

Tools: React, Next.js, Vue, Module Federation, Node.js, Symfony, Rails, Tailwind CSS, React Query, Jest, Cypress, Docker, CI/CD, Vercel, Git, MCP, LLMs and RAG

Design: interface and interaction design, design systems, accessibility, high-fidelity prototyping

Spoken: Spanish (native), English (C1)