

Oscar Eduardo Ruiz Plascencia

Senior Software Engineer | **React • Next.js • TypeScript • AI Applications**

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Work Authorization: Mexican citizen, TN-eligible under USMCA (no lottery, no annual cap, no USCIS petition required)

PROFESSIONAL SUMMARY

Software engineer with 5+ years of experience building enterprise healthcare platforms, high-traffic e-commerce experiences, internal SaaS tools, and AI-powered products. Strong in **React**, **Next.js**, **TypeScript**, frontend architecture, and full-stack product delivery. Known for simplifying complex requirements into maintainable systems, improving continuously, and choosing the simplest solution that creates the greatest product impact.

SELECTED HIGHLIGHTS

- Built **BuildMyRig AI**, an AI-powered SaaS product from scratch with 28,780 lines across 198 files.
- Introduced **Cypress** into an existing enterprise healthcare project and helped lead adoption across the engineering team.
- Participated in frontend architecture decisions for a greenfield healthcare platform: folder structure, component architecture, **custom hooks**, **React Context**, and library selection.
- Delivered customer-facing e-commerce features across Home, Search, PLP, PDP, Cart, Checkout, Account/Login, Navigation/Header, and Promotions.
- Uses **Cursor**, **Claude**, and **ChatGPT** daily to accelerate development, debugging, refactoring, and product iteration.

TECHNICAL SKILLS

Frontend	React, Next.js, TypeScript, JavaScript, React Context, Redux, Tailwind CSS, Material UI
Backend	Node.js, Express.js, GraphQL, REST APIs, Prisma, PostgreSQL, Supabase
AI / LLM	OpenAI API, Cursor, Claude, ChatGPT , AI-assisted development, prompt iteration
Quality / Tools	Cypress, Jest, Git, Vercel , code reviews, Agile collaboration, performance optimization

PROFESSIONAL EXPERIENCE

Independent Full Stack Engineer — BuildMyRig AI

2025 – Present | AI-powered PC builder SaaS | buildmyrig.dev

- Designed and developed an AI-powered SaaS product from scratch using **Next.js**, **TypeScript**, **Prisma**, **PostgreSQL**, **OpenAI API**, and **Tailwind CSS**.
- Built core product flows including AI Build Generator, FPS Estimator, authentication, user dashboard, admin panel, programmatic SEO pages, and Amazon affiliate integration.
- Modeled product data, PC component compatibility rules, game pages, saved builds, and admin workflows with **Prisma** and **PostgreSQL**.
- Engineered SEO-focused pages and server-rendered product experiences to support organic acquisition and scalable content generation.
- Maintained and iterated on a 28,780-line codebase across 198 files, using **Cursor**, **Claude**, and **ChatGPT** as part of the daily development workflow.

Software Engineer — Apex Systems

2022 – 2026 | Clients: HC1 Healthcare and Duluth Trading Company

- Joined a greenfield healthcare platform from day one and helped build the frontend architecture using **React**, **TypeScript**, **Material UI**, **React Context**, and **custom hooks**.
- Contributed to architecture decisions including folder structure, reusable component design, shared state management, library selection, and frontend implementation standards.
- Introduced **Cypress** into an existing project after the first development phase, built the initial E2E testing approach, and helped teammates expand coverage for stakeholder demos and regression confidence.
- Developed customer-facing e-commerce features for Duluth Trading Company across Home, Search, PLP, PDP, Cart, Checkout, Account/Login, Navigation/Header, and Promotions using **React**, **JavaScript**, and **React Context**.
- Improved production performance and user experience through lazy loading, rendering optimization, reusable components, and maintainable frontend patterns.
- Collaborated with product managers, QA, designers, stakeholders, and distributed engineering teams across Agile planning, implementation, testing, demos, and production support.

Front End Developer — Enroute Systems

2021 – 2022 | Client: 8x8 Cloud Communications Platform

- Developed internal marketing tools and a form builder for **8x8** using **React**, **GraphQL**, and **Node.js**, enabling marketing teams to create and manage campaign landing page content.
- Built reusable frontend components and integration flows that improved consistency across internal tools and accelerated delivery of new marketing features.
- Worked with distributed engineering and product teams to deliver maintainable interfaces, API integrations, and internal workflows for non-technical users.

SELECTED PROJECTS

- Political Campaign Intelligence Platform** — Private full-stack platform for campaign operations, electoral data analysis, municipality-level insights, and decision support.
- Digital Loyalty Platform** — Early-stage SaaS for local businesses in Hermosillo, focused on customer registration, loyalty rewards, points, and business analytics.

EDUCATION & CERTIFICATIONS

Técnico Superior Universitario (TSU) — Universidad Tecnológica de Hermosillo | 2-year post-secondary degree

Node.js — Certificate of Completion, 2024

LANGUAGES

Spanish — Native | **English** — Professional working proficiency