DANIEL MAURICIO FLORES

Full-Stack Software Engineer — ex: CRITEO, IBM

✉ dnielfs@gmail.com | 📱 +330749127211 | 🔗 LinkedIn | ⓞ GitHub | 🌐 devniel.com | 📍 Paris, France

EMPLOYMENT

Criteo   CDI / Jan 2020 **–** June 2024
Software Engineer II   *Paris, France*

Criteo Relook AI *· OpenAI GPT-4o, Python, React, Next.js, TypeScript*
- **Prompt-a-dashboard**: An experimentation to generate dashboards by using text prompts, it relies on OpenAI GPT-4o to generate data based on a JSON schema compatible with the Criteo Relook Framework, this schema allows to define the views (tables, charts, texts), layout structure and static datasets which Relook will render as an editable dashboard.
- **Draw-a-dashboard**: The initial version of Text-to-dashboard. A drawing is converted by OpenAI GPT-4o into a JSON object which is parsed by the Relook framework to produce an editable UI.
- Video: https://youtu.be/to4aKOdhpgQ
- Technologies: Prompt engineering, Python, OpenAI GPT-4o, React, Next.js, Excalidraw.

Criteo Analytics *· TypeScript, React, Scala, C#*
- Development of data visualization solutions such as dashboards and reporting tools for Criteo's advertisers, allowing them to track and measure the performance of advertising campaigns and understanding of their customers behavior. Technologies: Scala, C#, React, Angular, GraphQL, TypeScript, MaterialUI, MariaDB, Vertica, Cypress and Jest.
- Development and maintenance of Relook, a React framework to create dashboards.
- Development and maintenance of the Relook Design System, a React implementation of the Criteo Design System (Angular) with a catalog of components such as Dashboard, DatePicker, Table and Inputs used by the Relook framework and other internal projects. Technologies: React, MaterialUI, Typescript, Storybook and Webpack.
- Developed endpoints for the public analytics API using C# and Criteo .NET stack, allowing clients to access their reports in a programmatic way. URL: https://developers.criteo.com/marketing-solutions/reference/getadsetreport
- Mentorship and support to newcomers to help them quickly adapt to the team's requirements and the Criteo ecosystem.

Criteo Connect *· TypeScript, Next.js, Node.js*
- Development of an internal social app to connect Criteo employees and visualize offices via a global map. Users can provide their workplace location, share more about themselves, add their interests and search colleagues nearby with the same hobbies. The project started as a hackathon idea winner, then across 2023 an MVP was developed by volunteers and presented to the HR leaders. Technologies: Next.js, Gradle, React, Redux, Node, MariaDB, TypeORM, Leaflet, Object Storage, Python and GIS.

Criteo Visual Search *· TypeScript, Python, Next.js*
- Development of the Visual Search app UI, an application to search products in the Criteo internal products catalog by using an image input; interacting with different machine learning models available via a REST API. Technologies: Next.js, Gradle, React, Redux, Python, Node.

Criteo Developers *· TypeScript, Svelte*
- Development of the Criteo Developers portal, onboarding hundreds of clients and scoring 92/100 in Google Lighthouse stats for desktop; built with Svelte, applying responsive design, accessibility, and SEO techniques; including a build system to generate the snippets to export to the Readme platform.
  URL: https://developers.criteo.com

Criteo Prestashop Plugin *· Angular, PHP*
- Development of the WYSIWYG ad banner editor for the Criteo plugin providing a self-service way to configure and launch Criteo campaigns via Prestashop. Technologies: AngularJS, NGXS, Jest, Cypress, Puppeteer and NodeJS.
- Migration of a jQuery/smarty app to Angular. Technologies: PlantUML, Vega-Lite, AngularJS, JavaScript.

Other projects
- Contributing to Creative Foundry, proposal to generate advertising banners using AI.
- Contributed to translation process, migrating projects' string interpolations (Angular, React) to the ICU MessageFormat.
- Contributed to VizSQL, a scala SQL parser.
- Promoting the usage of Next.js in internal projects, sharing Gradle templates to make it easy with the Criteo tech stack.
- Speaker at the Frontend CriteoTech Meetup 2024: https://www.meetup.com/criteotech-meet-paris/events/300901350/

IBM   May 2014 – Dec 2019
Software Engineer   *Lima, Perú*

IBM Decision Advisor *· React, GraphQL, Node.js*
- Implementation of the front-end software architecture to handle maintainability, reusability and data communication across the pages and components of the web app using React, Redux and GraphQL.
- Developed the Testing Automation roadmap and platform to improve the QA process using IBM DevOps, Travis and Testcafé, integrating it with the CI/CD pipeline.
- Contributions to Carbon components, a React implementation of the IBM Design System.
  URL: https://www.ibm.com/services/technology/decision-advisor

SUNAT Sofia, government chatbot on web and Facebook Messenger *· React, Node.js*
- Implemented the full-stack software architecture of Sofía, a government chat bot that helps citizens to solve questions about taxes, using React, Redux, Node.js, Socket.io, Redis, MongoDB and IBM Cloud.
  URL: https://renta.sunat.gob.pe/personas/quienes-deben-declarar-el-impuesto-la-renta

Arturito BCP, first banking chatbot in Perú available on Facebook Messenger *· React, Node.js*
- Implemented the front-end and back-end software architecture with speech-to-text features, analytics and integration with external system of records using Node.js, Facebook Messenger Platform and IBM Cloud services. 36K likes and more than two million banking operations from 2016 to 2020.
  URL: https://www.facebook.com/ArturitoBCP/

PECSA GAS, SAP Mobile app connected to SAP ERP *· SAPUI5, Hybrid Mobile App Development*
- Developed hybrid SAP mobile apps to support the sale and distribution of gas done by the PECSA carriers, the mobile solution included connection to SAP ERP (via SAP SMP services) and receipts printing via Bluetooth connection to Zebra printers. Other technologies provided by SAP where used such as SAP Kapsel and **SAPUI5** with OData and a customized Apache Cordova plugin for the Zebra printers connection.
  Video: https://youtube.com/shorts/_LhR6XTVP5E

Other projects
- Support for Hackathons organized and/or sponsored by IBM in Perú by mentoring or giving talks.
- Davivienda chatbots: using Node.js, React, ES6, MongoDB and IBM Cloud services.
- RIMAC Procurator: development of native Android application using RxJava.
- PRIMAX GO: development of native Android applications using Java.
- BCP Home Banking: prototype development of the bank's new UI using jQuery, HTML5 and CSS3.

Awards & Achievements

Criteo Hackathon 2023 Winner - Creative Foundry
- Solution to assist and generate advertising banners using OpenAI ChatGPT and Stable Diffusion models. In charge of the API development to integrate the cloud or internal AI services. Technologies: C#, Angular, Next.js, Replicate.com and OpenAI API.

IBM Volunteer Excellence Award 2015
- "The IBM Volunteer Excellence Award is recognition from IBM Chairman and CEO Ginni Rometty, and is the highest form of global volunteer recognition given by the company to employees." (Project: Pondetuparte.com)
  Badge: https://www.credly.com/badges/3cc80139-80af-4f95-98c9-49557e77869c/public_url

IV Systems Engineering Faculty Research Competition
- Best research project: Notephy.com, an online whiteboard to share notes with the main capability of replaying them; a pastebin for handwriting notes.

Visa status

Passeport talent : Carte Bleue Européenne   Paris, France
04/01/2024 - 03/01/2028

Education

University of Lima   Lima, Perú
Bachelor of Science in Systems Engineering.   *Aug 2008 – Jun 2014*
Trainee in the IT Department & Research office.

Other projects

Clapper.app - Contributions to open source project via Github (August 2024)
- A web video editor integrated with generative AI services.
- Mainly contributed with the video export to MP4, the local ComfyUI workflow integration and other fixes.
- Technologies: Typescript, Next.js, React, FFmpeg, ComfyUI.
- Github: *https://github.com/jbilcke-hf/clapper*

JZCie.com - Jesús Zambrano Compagnie Website (August 2024)
- Responsive website with CMS features to share events, media and artists information.
- Technologies: Strapi, Next.js, React, Typescript, Turborepo, Nginx, Docker, DigitalOcean.
- Demo: *https://jzcie.com*

Sencha - generation of stories using AI, done for the Mistral Hackathon (May 2024)
- Technologies: Python, Flask, Next.js, React, TypeScript, Turborepo, MaterialUI, TailwindCSS, Poetry, StabilityAI Stable Diffusion API, Eleven Labs Voice API, Mistral API, OpenAI API, Amazon AWS EC2, Vercel, Groq.
- Post: *https://www.linkedin.com/posts/devniel_sencha-activity-7200527122824671232-osP9*
- Demo: *https://sencha.devniel.com*

Tito XI - video created with generative AI (2023)
- Cinematic video created with generative AI technologies such as Midjourney Image generation, RunwayML Text/Image to Video and ElevenLabs Generative Voice; edited with Epidemic Sound and Davinci Resolve.
- Video: *https://www.youtube.com/watch?v=RQYhDdp8F2Q*

Proyecto Educativo Nacional al 2036 (2019)
- Volunteering work with the Peruvian government to process more than 220K survey replies of citizens across all the territory, using IBM Watson services to generate indicators and React, Node, Typescript to create a dashboard.
- Press (cached): *https://andina.pe/agencia/noticia-usan-inteligencia-artificial-para-formular-proyecto-educativo-nacional-al-2036-777369.aspx*

Pondetuparte.com (2014-2017)
- Volunteering work with the Peruvian government for the 2014 United Nations Climate Change Conference. Social network to share pictures about eco-challenges; Technologies: Node, AngularJS, HTML, CSS, PHP and JavaScript.
- Web (archived): *https://web.archive.org/web/20160221121538/http://www.pondetuparte.com/*

Skills & Languages

Programming languages: Typescript, JavaScript, Scala, C#, Java, Python, PHP, CSS3, HTML5, SQL, LaTeX

Frameworks, libraries and tools: Next.js, React, Node, Svelte, Angular, RxJS, Playwright, NestJS, NGXS, Gerrit, PlantUML, UML, styled-components, Redux, Webpack, Cypress, Testcafé, Travis, Docker, Jest, Mocha, GraphQL, Apollo, Sass, Neo4j, MongoDB, PostgreSQL, MySQL, SAPUI5, XML, JSON, Git, Babel, NPM, Socket.IO, Redis, MQ, IBM Cloud, IBM Watson Assistant, Facebook Messenger Chatbots, Web Chatbots, Davinci Resolve, Adobe Photoshop.

AI related: Stable Diffusion, Midjourney, OpenAI API, RunwayML, Video production with AI.

Learning: RAG, Local LLM models, ComfyUI, LlamaIndex, LangChain, Llama 3, LLaVA, Gemma, Ollama, Vector Databases, FAISS

Languages: English (Fluent), French (Intermediate), Spanish (Native)