Georgina Ayala

React Native Developer & App Designer | Mobile-First Products | UI/UX Systems

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PROFESSIONAL SUMMARY

React Native Developer and App Designer specializing in mobile-first products, UI/UX systems, and API-driven architecture. Experienced delivering production apps across iOS and Android, combining technical engineering with user-centered design and scalable product development.

WORK EXPERIENCE

○ **Mobile Product Designer & Developer**, **LivBTR (Wellness Solutions Company)**, Aug 2025 - **Present**

- Designed the end-to-end UX/UI system from wireframes and design palette to component library and interaction logic for a private wellness mobile app.
- Developed the React Native + Expo app featuring meal tracking, calorie analytics, reminders, gamification, and community engagement with optimized performance.
- Integrated Firebase Auth, Cloud Storage, and Kajabi APIs, combining internal and external REST APIs for barcode scanning and real-time synchronization.
- Built interactive dashboards and progress tracking to improve user engagement and retention visibility.

○ **Frontend Mobile App & Web Developer**, **Zemply**, Jun 2024 - **Present**

- Designed and delivered the complete product from brand identity and scalable UI system to mobile and web implementation for a real estate discovery platform.
- Developed the React Native + Expo app (iOS/Android) featuring map-based property views, smart comparisons, offline mode, and Redux state management.
- Integrated REST APIs for property, expense, and geolocation data enabling real-time synchronization across web and mobile platforms.
- Built the web version with React + Vite and improved performance by ~30% through code splitting, lazy loading, and optimized asset delivery.

○ **Freelance Web & Mobile Developer**, **Professional Projects**, 2023 - 2024

- Designed and developed responsive web and mobile applications for local clients across e-commerce, hospitality, and professional services.
- Integrated CMS tools (WordPress, Contentful), third-party APIs, and payment systems (Stripe, PayPal) to deliver full-featured business solutions.
- Managed end-to-end delivery from requirements gathering through deployment, maintaining clear communication and timelines.

TECHNICAL SKILLS

○ **Mobile Development (2.5+ yrs)**: React Native, Expo, Redux, React Navigation, TypeScript, iOS/Android Deployment

○ **Frontend (2.5+ yrs)**: React, Vite, Next.js, Tailwind CSS, JavaScript (ES6+), Responsive Design

○ **Backend (2.5+ yrs)**: Node.js, Express, Prisma, Firebase, Cloudflare, REST API Integration

○ **Databases (2.5+ yrs)**: PostgreSQL, MySQL, MongoDB, Cloud Storage (Firebase, AWS S3)

○ **Design (5+ yrs)**: Figma, Adobe Photoshop, Canva, 3ds Max, AutoCAD, UI/UX Design Systems

○ **DevOps & Tools**: Git, GitHub Actions, CI/CD Pipelines, Release Management, Performance Optimization, Production Monitoring, App Store Deployment

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EDUCATION

○ **Cornerstone International Community College of Canada**, Vancouver, Canada
Diploma in Web & Mobile App Development, 2023

○ **Universidad del Valle de México**, Jalisco, Mexico
Certificate in Design and Project Management

LANGUAGES

○ **English**: Advanced (Professional Working Proficiency)
○ **Spanish**: Native