

# Sofía Rocher

Buenos Aires, Argentina

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## ABOUT ME

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Product engineer with 2+ years of experience building and shipping web applications in fast-moving teams. I focus on turning ambiguous ideas into shipped features, working closely with product and engineering to scope, iterate, and deliver.

Frontend-leaning but comfortable owning problems end-to-end, especially in environments where speed, pragmatism, and collaboration matter.

## EXPERIENCE

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### Product Engineer (Frontend-leaning)

Fuse Finance

Remote, NYC

Sep 2025 - Current

- Scoped and shipped product features in collaboration with product and engineering, taking ownership from problem definition to production.
- Built and iterated on an internal AI Assistant using Vercel + Chat SDK, contributing to LLM-powered automation workflows for loan processing.
- Developed reusable UI and product features within a library-first monorepo architecture (React + Vite), enabling consistency across multiple fintech products.
- Collaborated on AI-driven internal tooling to streamline loan processing workflows and reduce manual review.

### Frontend Engineer

Comuna18

Remote, México

Apr 2024 - Ago 2025

- Built and maintained modern web apps with React, Next.js, TypeScript, and Tailwind, using a component-based design system to deliver consistent and scalable UIs in a Scrum team setting.
- Led the frontend delivery of a full order placement platform in just 7 days. Owning the UI architecture and complex API integrations, which helped the team win a key enterprise client under tight deadlines.
- Refactored critical legacy modules, reducing tech debt and improving load performance by 30%, while cutting bug reports by 20%.
- Took full ownership of frontend tasks, debugging edge cases, and shipping reliable features with minimal oversight.

## SKILLS

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- **Languages** | **Frameworks** | **Libraries**: JavaScript, TypeScript, React, Next.js, Zustand, Lovable
- **Styling** | **Testing** | **CI/CD**: Tailwind CSS, Material UI, Cypress, GitHub Actions
- **Backend** | **Data** | **Automation**: PostgreSQL, Prisma, NestJS, Supabase, N8N

## PROJECTS

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### QuéComí? (<https://quecomi.vercel.app/>)

March 2025

- Built QuéComí?, a Telegram-based nutrition tracking bot using TypeScript, Node.js, and Supabase, developed during a 24-hour hackathon, allowing users to log meals via photo or text. Reached 350 users.

### LNRize (<https://lnrize.vercel.app/>)

June 2025

- LNRize is a Chrome extension that lets you create Linear issues directly from any website—no more switching tabs or losing context. Reached 20 active users.