



Macarena Paz

Full Stack developer

ABOUT ME

Full Stack Developer with professional experience building and maintaining web applications for IoT and smart-city solutions. I work across the **frontend**, **backend** and **database** layers, using technologies such as **Next.js**, **React**, **Node.js** and **MySQL**.

My background in **UX/UI** and **graphic design** gives me a strong understanding of user-centered development, allowing me to bridge the gap between technical implementation and product design. I am comfortable working in multidisciplinary teams using **Agile methodologies** such as Scrum and Kanban, and I enjoy turning complex requirements into scalable, intuitive and well-designed digital products.

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-  [LinkedIn • Macarena Paz](#) 

EXPERIENCE

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Full Stack Developer • GlobalSmart IoT 2024 - Present (Madrid)

- Develop and maintain both frontend and backend features for an IoT platform used to manage devices and sensors for local governments.
 - Build web application features using Next.js, Node.js and MySQL, working across the full development lifecycle.
 - Design and implement UX/UI solutions in Figma, translating user and business requirements into intuitive interfaces.
 - Collaborate with multidisciplinary teams following Agile methodologies, including Scrum and Kanban.
 - Work across application logic, data management and user-facing interfaces to deliver end-to-end features.
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Full Stack Developer • Freelance 2023 - Present (Madrid)

- Develop full-stack web applications for academic and professional projects using React, Angular, Node.js, MongoDB, MySQL and PHP.
 - Design and implement responsive interfaces following modern UX/UI principles.
 - Develop frontend components, backend services and database structures according to project requirements.
 - Work independently throughout the development lifecycle, from requirements and architecture to implementation and delivery.
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Graphic design, photography & filmmaking • JCDecaux Spain 2022 - 2023 (Madrid)

Graphic design, photography, photo retouching and video production for outdoor advertising campaigns, digital screens and branded content. I designed presentations, social media assets and promotional materials, as well as user interfaces for the company's internal asset platform.
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Graphic design, branding & web design • Ruido Agency 2021 - 2022 (Madrid)

Graphic design and visual communication for a variety of clients, including social media campaigns, branded content and digital materials. I designed and redesigned websites, adapting visual identities to different brands and digital platforms.
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Photography, art direction & graphic design • By Lia Jewels 2021 (Barcelona)

Photography and visual content creation for digital platforms, including website and social media. I designed graphic assets and developed visual content aligned with the brand's identity and communication strategy.
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Photography, art direction & graphic design • Nobodinoz 2018 - 2020 (Barcelona)

Art direction, product photography and professional photo retouching for the brand's digital and commercial content. I designed catalogues, social media assets and other graphic materials while maintaining a consistent visual identity across platforms.
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Packaging, web design, photography & marketing • Interpharma 2016 - 2018 (Barcelona)

Packaging design and graphic design for digital and social media platforms, combined with product photography and visual content creation. I developed materials for web, social media and marketing campaigns while maintaining brand consistency.
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Graphic design • Lateral Thinking: Nike, AW Lab, Skate Ágora 2016 - 2017 (Barcelona)

Graphic design for brand activations and campaigns, including the presentation and launch project for Nike Run Club (NRC) in Barcelona. I also developed graphic materials and visual assets for AW Lab and Skate Ágora.
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Graphic design and web design • Vitae Health Innovation 2015 - 2016 (Barcelona)

Graphic design for packaging, catalogues, social media and digital communication materials. I designed visual assets for web and marketing channels while maintaining consistency across the brand's communication.

LANGUAGES

- Spanish

Native Competence
- English

Complete Professional Competence (C1)
- Catalan

Basic Professional Competence
- French

Basic Competence

EDUCATION

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Full Stack Development Bootcamp 2023

Upgrade Hub, Madrid
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UX/UI Bootcamp 2023

The Open Bootcamp
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Postgraduate in Advanced Graphic Design: Branding, packaging, editorial 2015/2016

IDEP Barcelona
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Master in Advertising and Fashion Photography 2013/2014

IDEP Barcelona
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Erasmus Scholarship in Media Arts 2012

University of Plymouth
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Degree in audiovisual communication 2009/2013

Universidad de Málaga

TECHNICAL SKILLS

Frontend

- JavaScript
- TypeScript
- React
- Next.js
- HTML5
- CSS3
- SASS
- Tailwind

Backend & database

- Node.js
- REST APIs
- MySQL
- MongoDB
- Strapi
- Supabase

Design & tools

- Figma
- Adobe Creative Suite
- VSCode
- Git
- GitHub

SELECTED PROJECTS



SmartPlatform 
GlobalSmart IoT
Full Stack development

- Next.js
- Node.js
- MySQL



Premios 
JCDecaux
Graphic design

- Photoshop
- Illustrator