

Juan Manuel González Heredia

Principal Frontend Engineer · Tech Lead

Zapopan, Jalisco, Mexico | UTC-6 · US-aligned hours

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PROFESSIONAL SUMMARY

Principal Frontend Engineer / Tech Lead with 14+ years of experience building and scaling web applications, including 9+ years at Herbalife driving the frontend of a global e-commerce ecosystem serving 110 countries. Specialized in React, Next.js, TypeScript, and microfrontend / Domain-Driven architectures at enterprise scale. Proven track record leading cross-functional teams, owning architectural decisions, and shipping payment-critical experiences (PayPal, Apple Pay) in production. Equally comfortable as a hands-on individual contributor and as a technical leader mentoring engineers and aligning stakeholders. **Currently open to remote contract / part-time engagements with international clients.**

PROFESSIONAL EXPERIENCE

Herbalife *January 2017 – Present · 9+ years*

Principal III *April 2022 – Present*

Lead frontend architect for Herbalife's global e-commerce platform (brand presence in 110 countries; full commerce in 9 locales across US, UK, Canada, India, Mexico, Spain).

- Led the frontend architecture for a company-wide **e-commerce rebrand and redesign**, designing a microfrontend system on Next.js + Module Federation + TypeScript that gave 4 squads (20+ engineers) domain ownership.
- Currently leading the **architectural shift toward Domain-Driven Design** on a Moon-orchestrated monorepo with React 19 + Next.js 15 + Tailwind v4, addressing the tradeoffs of the prior MFE model.
- Led the **full rebuild of Site Builder** (the distributor store-configuration platform) from .NET/Kendo to a modern React + TypeScript stack as a near-greenfield product — driving architectural decisions, sprint planning, and technical direction for a team of ~6 engineers in a tech-lead capacity.
- Designed a **dual-mode codebase** that serves brand-only and full-commerce markets from the same Next.js app, supporting multi-language, multi-currency, and multi-script (Latin + Devanagari) requirements.
- Owned production integrations across **payments (PayPal, Apple Pay), feature flags (LaunchDarkly), consent (OneTrust), and analytics (Adobe Analytics)**.
- Set engineering standards via ADRs, design reviews, and mentorship across squads; contributed to hiring and tech radar decisions (Tailwind v4, Zustand, React Query, Moon).

Software Development Manager *April 2020 – September 2021*

Hybrid tech lead / manager role overseeing 6 engineers building Herbalife's Nutrition Club configuration platform.

- **Built the web platform from scratch in React** to let Nutrition Club owners configure their business (products, pricing, payment methods, staff, permissions) — feeding configuration data consumed by the existing native mobile app used in daily club operations.
- Led **cross-team collaboration with the mobile/native team** to integrate web views embedded via iframe inside the native app, aligning data contracts and UX patterns across web and mobile.
- Shipped **PayPal and Square payment integrations** in production, owning the end-to-end implementation and edge cases for a B2B2C payment flow.
- Managed a team of 6 in a **hybrid tech-lead/manager capacity**: 1:1s, performance reviews, and hiring while remaining hands-on in critical architectural and integration work.

Senior → Principal Frontend Developer *January 2017 – April 2020*

Promoted from Senior to Principal Frontend Developer as a senior contributor on Herbalife's distributor e-commerce ecosystem — two .NET MVC + Kendo UI + Vanilla JavaScript applications: Site Builder (where distributors configure their store) and GOHL (the public storefront serving end customers via per-distributor URLs).

- Contributed as a senior engineer to the **complete redesign of both applications** — visual, UX, and responsive — modernizing the customer-facing storefront and the distributor configuration experience.
- Mentored junior and mid-level engineers and served as a **technical reference within the squad** on frontend implementation and code quality.
- The redesigned **GOHL platform remains in production today**, serving distributors across the majority of Herbalife's global markets that have not yet migrated to the modern e-commerce stack.

Tech Manager · Apex Systems *September 2021 – April 2022*

Frontend tech manager role focused on React-based solutions and frontend architecture proposals for client projects, leading a small team and contributing to scalable solution design.

- Led a small frontend team and provided **architectural guidance** on React-based projects.
- **Proposed and reviewed solution architectures**, ensuring scalability and alignment with modern frontend best practices.

Web Frontend Developer (Consultant for Herbalife) · Global Hitss *August 2015 – January 2017*

Frontend developer at consulting firm Global Hitss, embedded in Herbalife's legacy e-commerce ecosystem (HTML, JavaScript, CSS, .NET MVC + Kendo UI).

- Delivered frontend for **MyHL** under tight compliance deadlines — a platform enabling Herbalife distributors to purchase products for themselves or others and track all of their sales activity end-to-end.
- Contributed to the **POS application** used by Nutrition Clubs (the predecessor of NCX, which I would later help replace in 2020-2021), building store-facing transactional flows.
- Worked closely with backend and product stakeholders to ship critical functionality within firm regulatory and operational deadlines.

Web Developer → Application Leader · Softtek *January 2012 – July 2015*

Joined as an intern at Softtek consulting and grew into the sole engineer responsible for an internal General Electric (GE) web application — PHP, JavaScript (with jQuery), and Drupal with custom modules.

- Promoted from intern to developer and later to **Application Leader**, taking full ownership of the application after the original team was dissolved — handling new features, support, and maintenance as the single point of contact.
- Migrated legacy sites to Drupal and developed **custom Drupal modules** to support evolving client requirements.

TECHNICAL SKILLS

Languages: TypeScript, JavaScript

Frameworks & Libraries: React, Next.js, Zustand

Architecture: Microfrontends (Module Federation), Domain-Driven Design, Monorepos (Moon, Turborepo)

Styling: Tailwind CSS, Sass/SCSS, styled-components

Testing: Jest, React Testing Library

Tooling & Build: Vite, Webpack, ESLint, Git

CI/CD & Cloud: GitHub Actions, Azure DevOps, Docker, Google Cloud Run

E-commerce & Integrations: PayPal, Apple Pay, LaunchDarkly, AEM, Adobe Analytics

Leadership: Architecture Decision Records, Mentorship, Code Reviews, Tech Radar, Hiring

EDUCATION

Computer Systems Engineering · Universidad Autónoma de Aguascalientes *2007 – 2012*

LANGUAGES

Spanish — Native

English — Advanced (professional working proficiency)