

# Luis Ignacio Cejudo Fontes

Elixir Program Writer

I make things and great mistakes.

email@noumena.mx

## Summary

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Elixir developer with a (~17yrs) history of building products for startups and remote teams. I work mostly in Elixir/Phoenix LiveView and PostgreSQL, with a background in Ruby, JS, iOS and Docker. I care a lot about learning cultures, honest feedback, and turning my mistakes into better systems and better collaboration.

## Employment History

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**Elixir Developer** @ Yolo Group – Balanced.io

*Apr 2024 – Present*

Remote, Estonia

Tech: Elixir, Phoenix LiveView, PostgreSQL

### What I do

- Build and maintain LiveView features in *balanced.io* for internal accounting stakeholders.
- Work closely with finance teams to translate accounting workflows into reliable, testable Elixir code.
- Improve the usability of internal tools for non-technical users.

**Elixir Developer** @ Hawku

*Jan 2022 – Apr 2023*

Remote, USA

Tech: Elixir, Phoenix LiveView, Alpine.js, PostgreSQL, Metamask integration

### What I did

- Developed LiveView-heavy features for the Hawku marketplace.
- Integrated Metamask and on-chain workflows into the Elixir backend.
- Worked in a small fully remote team, iterating quickly on product requirements.

**Elixir Developer** @ SeedEmbassy

*Jan 2021 – Feb 2022*

Remote, Brazil

Tech: Elixir, Docker, PostgreSQL

### What I did

- Implemented minor features and fixes in an Elixir-based platform.
- Helped refine existing code to be more idiomatic and maintainable.

**PHP / Ruby / Elixir Developer** @ VentUp

*Sep 2020 – Jan 2021*

Remote, Monterrey, Mexico

Tech: Ruby on Rails, Laravel (PHP), Docker, MySQL, Redis, GraphQL, Phoenix, Absinthe

### What I did

- Added features to a Laravel web application.
- Created a GraphQL backend using Rails with a Svelte frontend.

- Started building a Phoenix + Absinthe GraphQL API.
- Looked for SQL-level performance improvements.

### What I learned

- Estimating and delivering features on time is hard; I missed some deadlines and adjusted my planning habits.

### **Ruby Developer** @ PerkHealth

*Jun 2021 – Aug 2021*

Remote, Minnesota, USA

Tech: Ruby on Rails, Docker, PostgreSQL, Sidekiq

- Added features and maintained ongoing Rails applications.

### **Ruby Developer** @ Reverse Retail GmbH

*Nov 2019 – Jun 2020*

Hamburg, Germany (Remote/Onsite mix)

Tech: Ruby on Rails, Docker, Sidekiq, PostgreSQL

- Spent most of the time fixing bugs in a large existing codebase.
- Built a scraping system and added small features to legacy code.
- Reviewed pull requests and helped other developers debug issues.

### What I learned

- Handling management (or lack of it) is a skill. I failed a few times at this and learned to communicate expectations earlier.

### **Ruby / JavaScript Developer** @ Bytestand

*Mar 2019 – Sep 2020*

Remote, Charlotte, USA

Tech: Ruby on Rails, Docker, Sidekiq, PostgreSQL, Vue.js, Shopify API, Mailgun API

- Maintained a legacy Rails platform (Bytestand) with new features and major bug fixes.
- Rebuilt the frontend for FreshCredit using Vue.js.

### What I learned

- Non-agile environments are tough for me; I struggled here and learned how much process actually helps me deliver.

### **Ruby Developer** @ Cultivate Labs

*Oct 2018 – Jan 2019*

Remote, Chicago, USA

Tech: Ruby on Rails, PostgreSQL, jQuery

- Built customizable forms so users could design their own data collection flows.

### **Ruby / JavaScript / Rust Developer** @ Icalia Labs

*Mar 2016 – Sep 2018*

Monterrey, Mexico

Tech: Ruby on Rails, Rust, PostgreSQL, Docker, jQuery, React, Redux, Angular, Sidekiq, SendGrid API, Stripe API, Twilio API, RabbitMQ, AWS

- Worked with multiple teams to improve productivity and code quality.
- Led PR reviews and acted as a technical consultant for new projects.
- Built several platforms with Rails, Sidekiq, Redis and third-party APIs (Twilio, Sendgrid, real estate APIs, Google APIs, IBM Watson APIs).

- Deployed under Docker Swarm on AWS.

## What I learned

- Tried to juggle too many projects at once and missed deadlines.
- Learned how to give clearer feedback to colleagues.

## Ruby / JavaScript / iOS Developer @ Eolus IDeA

*Feb 2014 – Feb 2016*

Monterrey, Mexico

Tech: Ruby on Rails, PostgreSQL, jQuery, Angular, Sidekiq, SendGrid API, Conekta API, iOS

- Built two platforms end-to-end: backend, frontend, and native iOS apps.
- Managed deployment pipelines on AWS.

## Ruby / iOS Developer @ Alebrije Estudios

*May 2013 – Feb 2014*

Monterrey, Mexico

Tech: Ruby on Rails, PostgreSQL, MySQL, jQuery, Angular, DelayedJob, SendGrid API, Conekta API, iOS

- Managed four ongoing projects and delivered several iOS apps backed by Rails.
- Onboarded new developers and tried to keep daily chaos under control.

## Elixir / Ruby / JS Developer and AWS DevOps @ Freelancer

*Aug 2009 – Present*

Remote

Tech: Elixir, Ruby, PostgreSQL, AWS

- Software development consulting, mostly working with legacy code. I created my own POS, which I'm happy to say is still in use by the company that bought it, with almost zero maintenance required..

## Technical Skills

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**Languages:** Elixir, Ruby, JavaScript, Rust (some), PHP, Swift (iOS).

**Frameworks:** Phoenix / LiveView, Ruby on Rails, Laravel, Vue.js, jQuery, Svelte.

**Data:** PostgreSQL, MySQL, Redis.

**Infra / Tools:** Docker, AWS, Sidekiq, RabbitMQ, Metamask / Web3 integrations, GraphQL (Absinthe, Rails).

**Ways of working:** Remote teams, code review, mentoring, honest post-mortems on mistakes.

## Assessments & Profile

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**Logic Test** (score 7, slightly above average; 69th–84th percentile)

Efficient at processing abstract information and drawing logical conclusions when the topic is not extremely complex.

## Alva Labs – Personality (Big Five based)

High in:

- **Agreeableness – Very Friendly (98th percentile+):** soft-hearted, trusting, consensus-seeking.
- **Conscientiousness – Diligent:** careful, organized, works hard to meet expectations.
- **Extraversion – Outgoing:** energetic, often takes initiative in social and work settings.
- **Emotional Stability – Resilient:** generally calm, optimistic, and steady under pressure.

- **Openness – Innovative:** curious, learning-oriented, likes solving abstract problems and trying new things.

### **SDI 2.0 – Motivational Value System: BLUE (People)**

Primarily motivated by protecting, growing, and supporting others. Gains energy from being genuinely helpful, offering trust, and focusing on others' wellbeing and development.

### **References**

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Available upon request.