

# JAVIER VILLANUEVA

SENIOR FULL-STACK DEVELOPER

## DETAILS

### ADDRESS

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UK

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### EMAIL

jv@nf2.io

### DATE OF BIRTH

12/05/1987

## LINKS

[GitHub](#)

## SKILLS

Javascript

NodeJS

React Native

ReactJS

Smart Contracts

Magento 2

CSS

PHP

## LANGUAGES

Spanish

● ● ● ● ●

English

● ● ● ● ●

French

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## PROFILE

I'm a senior full-stack engineer with 11+ years of experience building modern web and mobile apps using React, Next.js, Remix, and React Native. Recently I've focused on turning complex Web3 and blockchain infrastructure into polished, user-friendly products, shipping smart contracts and scalable, multi-chain front-end integrations.

I also build AI-powered features, including LLM-based content generation, RAG pipelines, and real-time streaming interfaces that enable highly personalized user experiences.

## EMPLOYMENT HISTORY

### Full Stack Developer, Veyr

Bournemouth, UK

Aug 2025 — Present

I built the Veyr fitness app from the ground up, a **React Native (Expo)** mobile app that generates personalized workouts using **LLMs. TypeScript** throughout, focused on keeping things fast and the UX clean.

The most interesting part of the work was the AI layer. I set up a **RAG pipeline** with the Vercel AI SDK and Gemini models that pulls from a user's profile and training history to generate workouts that actually make sense for them. I also wired up streaming responses so the UI fills in progressively as the model generates, rather than making people stare at a spinner.

Beyond the AI stuff: I built multi-day training plan generation, exercise substitution logic, and caching to keep things snappy. Auth and backend run on **Supabase**, data fetching goes through **TanStack Query** to cut down on redundant calls. I spent a fair amount of time on animations with Reanimated too, which made the whole app feel noticeably more polished.

### Senior Front-end Developer, HYTOPIA

Bournemouth, UK

Dec 2022 — Present

I built and maintained the front-end for HYTOPIA's blockchain gaming platform. The work is mostly React/TypeScript (Remix and Next.js) hooked into multiple EVM networks, handling things like token utilities, wallet flows, and live on-chain gameplay services.

I built the front-end for HYTOPIA's internal sandbox game platform where players manage worlds, collectibles, currencies, and avatars through MetaFab services and on-chain infrastructure. I also worked on the supporting back-end endpoints when needed, particularly around keeping things responsive under heavy traffic.

A decent chunk of my time went to developer support helping internal teams, external devs, and gaming agencies building on the platform. That means unblocking integrations, improving docs, and turning feedback into actual platform fixes. I also worked on AI-powered developer tooling to help people find and integrate HYTOPIA services faster.

## Senior Front-end Developer, Cambria Inc

Bournemouth, UK

Dec 2023 — Jan 2026

I helped build Cambria, a real-time multiplayer game where players stake crypto assets in competitive battles. The platform moved millions of dollars monthly in on-chain transactions, so reliability and security weren't optional.

My main focus was the Web3 integration layer sitting between the Phaser game client and blockchain wallets/smart contracts. Staking and transaction flows had to feel seamless even mid-match, which is harder than it sounds when you're dealing with wallet confirmations during fast-paced gameplay. I built this in Svelte and TypeScript using Wagmi and other open-source Web3 libraries for wallet connectivity and contract interactions.

I also worked on gameplay performance to keep things smooth with multiple concurrent players, and collaborated with the back-end team (Node.js/Express, PostgreSQL) on responsiveness across both the gameplay and financial sides of the system.

## Founder, NF2 Ltd

Bournemouth, UK

Apr 2021 — Present

I managed a mix of international and local clients, writing requirements docs and handling the back-and-forth of figuring out what they actually need. Most of the work involves writing smart contracts (ERC20, ERC721, ERC1155) with an eye on gas optimization, then building the front-end apps and websites that interact with them. I also build bots for on-chain transactions triggered from Telegram, Discord, Twitter, and similar platforms. I handle product documentation and support docs as needed.

## Technical Director, Media Lounge

Bournemouth, UK

Mar 2014 — Oct 2022

I ran the technical side of the agency, leading a team of 11-20 engineers across multiple eCommerce and web projects at once. The job was split between hands-on engineering and the less glamorous parts like hiring, code reviews, process improvements, keeping projects on budget and on time.

Most of our work was Magento/Adobe Commerce (both 1 and 2), though I also delivered projects on headless platforms like commercetools. I worked directly with clients and stakeholders to turn business requirements into technical specs and delivery plans, and was responsible for estimates and scoping.

I spent a lot of time on internal engineering quality: setting up automated testing and QA workflows, reducing regressions, establishing coding standards. I also mentored engineers and reviewed critical code changes, which honestly was some of the most rewarding part of the role.

## EXPERIENCE

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### Veyr: Fitness App, Veyr

Bournemouth, UK

Jan 2022 — Present

On **Veyr - Fitness Everywhere**, I helped build and ship a production fitness app using **React Native (Expo) + TypeScript**, with a big focus on fast UX, clean architecture, and personalized training.

I built an **AI workout engine** backed by **serverless API routes** that generate workouts, warmups/cooldowns, and exercise swaps, returning structured plans tailored to each user's goals and constraints. On the platform side, I delivered **Supabase auth + data flows** and optimized client state with **TanStack Query** to improve caching and cut down unnecessary network requests.

I also integrated key mobile product features like **Firestore analytics, Sentry error tracking, OTA updates**, and robust **asset/media handling**, while keeping the UI

consistent through a reusable component system with **NativeWind** styling. Overall, this project shows my ability to deliver an end-to-end mobile product with modern AI features, strong backend integration, and performance-focused UX.

### **HYTOPIA Game Platform, HYTOPIA**

Bournemouth, UK

Dec 2022 — Present

Built and shipped cross-platform native wrappers for HYTOPIA's WebGL game client across **iOS, Android, and desktop (Windows/macOS)**.

I delivered a WebView-based app with **Firebase/Notifee** push notifications, Privy login (ASWebAuthenticationSession/InAppBrowser), deep linking, gameplay-friendly orientation locking, in-app review prompts, and Sentry error tracking. I also added reliability improvements like WebView crash recovery, background timeout reloads, and a two-way **native web JavaScript bridge**.

I also built a performance-focused launcher with **GPU optimizations** (Metal on macOS, discrete GPU preference on Windows) and **V8 memory tuning** to keep Three.js/WebGL running smoothly. I integrated Discord Rich Presence, auto-updates via electron-updater, Privy OAuth in modal windows, and a Squirrel-based Windows installer with notifications.

Across all platforms, I handled auth, polished platform-specific UX, and ensured graceful fallback when the **WebGL** context is lost.

### **HYTOPIA Web Platform, HYTOPIA**

Bournemouth, UK

Dec 2022 — Present

On HYTOPIA's web platform, I helped build and ship a production SSR app for game discovery and play, social features, and the in-game economy (marketplace plus inventory/locker). The stack was **React Router v7 (Remix-style SSR), Vite, TypeScript**, and **Tailwind**, with a strong focus on performance and SEO.

I built a fully typed **GraphQL** client layer using **Apollo Client + GraphQL Codegen**, supporting multiple endpoints (core + creator APIs) and websockets. I shipped key user flows like guest onboarding and conversion, region-aware "Play Now," marketplace search/filtering, and notifications.

For the Locker, I created interactive **Three.js** experiences: WebGL 3D previews of avatars and items with GLTF loading, animation mixers, orbit/drag controls, and real-time texture/equipment swaps, with graceful fallbacks when WebGL isn't available. On the payments/identity side, I integrated **Stripe** for credit purchases, **Privy** auth + embedded wallets, and account abstraction smart accounts.

### **Duel Arena, Cambria Inc**

Bournemouth, UK

Dec 2023 — Present

worked across a large **TypeScript monorepo** covering real-time gameplay, web clients, and on-chain systems. I helped build and run the core stack: a **Phaser** game client connected to **Colyseus** for low-latency multiplayer, backed by a **Node/Express + Colyseus** server with shared game-core logic.

On the platform side, I shipped scalable data and service layers using **Postgres (Drizzle)** and **Redis**, including batching and persistence patterns, plus supporting services like a lobby API for auth/character flows with **Privy** integration.

On the Web3 side, I worked on **Solidity contracts**, a typed **contract SDK/codegen** (wagmi/viem), blockchain event indexing, and signing/attestation services used for duels and transactions. I also contributed to production delivery with **Helm/Kubernetes** charts, CI workflows, and **Playwright** end-to-end coverage.

### **CD Keys, Media Lounge**

Jan 2020 — Jan 2022

I helped build and maintain cdkeys.com, a digital game key storefront serving over 18 million customers. The site runs on Magento with a **Hyvä front-end**, which was

a deliberate choice to get away from Magento's notoriously heavy default frontend while keeping the commerce backend intact.

The store supports 9 languages and multiple currencies, all running as a Magento multi-store setup. I integrated **Storyblok** as a headless CMS for marketing content and landing pages (like brand partnerships), keeping that layer separate from the product catalog so the marketing team could work independently. The usual eCommerce concerns apply here: product listings, checkout, digital key delivery, customer accounts but at a scale where performance actually matters since the site deals with high traffic spikes around game launches and sales events.

## EDUCATION

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### Engineer in Computer Sciences, UNITEC

Valencia, Venezuela

Sept 2003 — Mar 2009

## COURSES

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### Javascript Shop Developer Training, commercetools

Aug 2019 — Aug 2019

### BigCommerce Training Course, BigCommerce

Sept 2020 — Sept 2021

## CERTIFICATIONS

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### Magento Certification Profile

Bournemouth, UK

May 2015 — Present

- Magento Front End Developer
- Magento Developer
- Magento Developer Plus
- Adobe Certified Expert-Magento Commerce JavaScript Developer
- Adobe Certified Expert-Magento Commerce Front-End Developer
- Adobe Certified Expert-Magento Commerce Developer
- Adobe Certified Master - Magento Commerce Full Stack Developer

<https://www.youracclaim.com/users/javier-villanueva.de8f1389>

### commercetools

Bournemouth, UK

Oct 2019 — Nov 2019

- Commercetools Associate Solution Developer

## TALKS

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### Developing PWAs with Magento and Vue Storefront at Mage Titans

Valencia, Spain

Jun 2019 — Jun 2019

### E2E Testing with Cypress.io at MageTestFest

Florence, Italy

Feb 2019 — Feb 2019

### Easy E2E Testing with Cypress.io at Reacticon 2018

Eindhoven, Netherlands

Sept 2018 — Sept 2018

## REFERENCES

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References available upon request