# Paul Rodriguez

**CREATIVE / WEB DEVELOPER / STRATEGIC COMMUNICATOR**

I'm Paul Rodriguez, where coding meets clarity. *A seasoned Creative Designer, Frontend Web Developer and Strategic Communicator specializing in React.js web experiences and translate tech into everyday language.* Bridging gaps between techies and non-techies, I deliver with unwavering precision and passion.

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**<TECHNICAL/>** HTML CSS/SCSS JavaScript TypeScript React.js Next.js Node.js Git GSAP API AWS Cloud Headless CMS Wordpress

**<PROGRAMS/>** Adobe Photoshop Illustrator Premiere Figma Microsoft PowerPoint Visual Studio Code Streamlabs OBS MAMP Docker

**<CREATIVE/>** Brand Strategist UI/UX Designer Digital Designer SVG Animator Professional Speaker Improv Comedian Professional Actor

## <EXPERIENCE/>

### Frontend Developer
*Great Jakes – Law Firm Website Agency*
**2021 – 2024**
NEW YORK CITY, NY

- Revamped the company's ReactJS website development approach, doubling the annual output from 2 sites in the previous year to 4 sites by the end of 2023.
- Transitioned from component development to leading the development team, overseeing task prioritization and project timelines.
- Develop ReactJS reusable components on a headless Wordpress CMS.

### Lead Frontend Developer
*Dish Network*
**2018 – 2021**
DENVER, CO

- Redesign increased Black Friday/Cyber Monday sales from 220K in 2019 to 582K in 2020.
- Lead developer for OnTech's Shopify website components in collaboration with Dish IT.
- Supervise, code and animate all DCO HTML5 banners on Flashtalking and DoubleClick.
- Front-end designer for Dish IT web projects and microsites, ie. DOMO and Doc Viewer.

### Lead Web Developer, Creative Director
*Smart Code Shop*
**2016 – CURRENT**
DENVER, CO

- Lead developer of websites, applications and mobile solutions for clients.
- Creative director and designer for brand, print and digital solutions for clients.

### Senior Web Developer, Designer
*Denver Print Company*
**2014 – 2016**
DENVER, CO

- Head of client WordPress sites, internal websites, along with all site maintenance.
- Designed logos and print for clients, ie. infographic signage for Denver Comic Con.

### Senior Web Developer, Designer
*Graphik Creative*
**2012 – 2013**
DENVER, CO

- Built and launched client WordPress sites, plus monthly site maintenance.
- Designed logos and print for clients.

### Web Developer, Art Director
*SlantMedia Creative*
**2008 – 2012**
CHICAGO, IL

- Led redesign of The Bedding Experts logo, weekly full-page ads, TV commercials and a custom PHP eCommerce website, resulting in highest quarter in two years.

### Junior Graphic Designer
*IMS Integrated Merchandising Solutions*
**2004 – 2006**
MORTON GROVE, IL

- Designed weekly in-store signage for 2K+ Home Depot in USA, Mexico and Puerto Rico.
- Approved all Spanish and Bilingual signage.

## <FEATURED WORK/>

### OnTech Smart Services
- Create Shopify pages and landing pages from mockup, with best SEO.
- Build reusable custom plugins in JavaScript, jQuery, Liquid, HTML and CSS.

### Dynamic HTML5 Banners
- Code and animate HTML5 banners from mockup, optimize files under 125kb.

## <EDUCATION/>

### Galvanize, Inc.
**2018**
*Web Development Immersive*  DENVER, CO
- 1000+ hours of industry training.

### University of Illinois
**2001**
*BFA – Graphic Design*  DENVER, CO

## <CERTIFICATION/>

### Flashtalking Ad Server
**2020**
*Creative Development Certification*

### Duda
**2020**
*Platform Specialist and Web Design*

### LinkedIn Learning
**2020**
*Full Stack Web Developer Badge*

## <PROJECTS/>

### Instagram Clone
*Full Stack Photo-Sharing App and Network*
/instagram-clone

### WhatsApp Clone
*Text and Voice Message App*
/whats-app-clone

### Roofstops
*Find Nearby Rooftop Bars, Location App*
https://www.roofstops.com

### Rhyme on a Dime
*Rhyme & Word Inspiration, Language App*
https://www.rhymeonadime.org