Paul Rodriguez

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Senior Front End Web Developer | Strategic Partner | Solution Architect

PROFESSIONAL SUMMARY

I'm Paul Rodriguez, where coding meets clarity. A seasoned Frontend Web Developer, Creative Designer, Strategic Partner and Solution Architect specializing in React.js web experiences and translating tech into everyday language. Bridging gaps between techies and non-techies, I deliver solutions with precision and passion. As a Solution Architect, I leverage my coding background and communication skills to design scalable, user-centric systems. Fluent in Spanish, I also volunteer to help senior citizens with technology, reflecting my commitment to tech accessibility.

AREAS OF EXPERTISE

TECHNICAL SKILLS: HTML, CSS/SCSS, JavaScript, TypeScript, React.js, Next.js, Node.js, Git, API, AWS, Salesforce, Cloud Computing, Headless CMS

PROGRAMS: Adobe Photoshop, Illustrator, Premiere, Figma, PowerPoint, Visual Studio Code, Streamlabs OBS, MAMP, Docker, WordPress

CREATIVE SKILLS: Brand Strategist, UI/UX Designer, Digital Designer, SVG Animator, Public Speaker, Improv Comedian, Professional Actor

LANGUAGES: Fluent in Spanish

PROFESSIONAL EXPERIENCE

Frontend Developer
Great Jakes – Law Firm Website Agency

2021 – 2024
NEW YORK CITY, NY

· Optimized ReactJS website development, increasing annual site output by 250% through modular components and agile processes.
· Guided development team, improving project completion rate by 70% with effective task prioritization and timeline management.

Lead Frontend Developer
Dish Network

2018 – 2021
DENVER, CO

· Redesigned Black Friday/Cyber Monday strategy, boosting sales by 164% from $220K to $582K with targeted campaigns and UX enhancements.
· Spearheaded OnTech's Shopify components, leading to the first successful new business line at Dish Network in its first year.
· Supervised and coded DCO HTML5 banners, increasing conversions by 50% with advanced animations and optimized code.
· Designed front-end interfaces for Dish IT web projects and microsites, including DOMO and Doc Viewer, improving data accessibility and user experience for millions of internal records.

Founder, Solution Architect, Creative Director
Smart Code Shop

2016 – CURRENT
DENVER, CO

· Founded and led Smart Code Shop since 2016, increasing client base by 50%, and establishing a reputation for efficiency and intelligence.
· Developed websites and applications, boosting client satisfaction by 30% through tailored solutions, including support for senior citizens.
· Architected scalable technology solutions, reducing project turnaround times by 40%, ensuring alignment with clients' business goals.
· Directed creative projects, boosting brand engagement by 25% with compelling brand identities and impactful digital solutions.

Senior Web Developer, Designer
Denver Print Company

2014 – 2016
DENVER, CO

· Led WordPress site development and maintenance, increasing site performance by 40% and ensuring 99% uptime.
· Designed logos and print materials, including infographic signage for Denver Comic Con, boosting brand visibility by 35% and engagement by 25%.

Senior Web Developer, Designer
Graphik Creative

2012 – 2013
DENVER, CO

· Developed and deployed WordPress sites, increasing user engagement by 30%, and performed monthly maintenance.
· Created logos and print materials, boosting brand recognition by 25% and client satisfaction by 20%.

Web Developer, Art Director
SlantMedia Creative

2008 – 2012
CHICAGO, IL

· Redesigned The Bedding Experts logo, ads, TV commercials, and PHP eCommerce website, achieving the highest sales quarter in two years.
· Designed weekly in-store signage for 2,000+ Home Depot stores in the USA, Mexico, and Puerto Rico, including all Spanish and bilingual signage, enhancing customer experience and increasing in-store sales by 15%.

EDUCATION

Galvanize, Inc.
Web Development Immersive

2018
DENVER, CO

University of Illinois
BFA – Graphic Design

2001
URBANA-CHAMPAIGN, IL

CERTIFICATIONS

Salesforce

2024

· *Certified Salesforce Administrator*
· *Certified Salesforce Developer*

LinkedIn Learning

2021

· *Full Stack Web Developer Badge*