Paul Rodriguez

Front-End Developer | Performance Optimization | UI/UX Design | Technical Leadership

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Professional Summary

- Experienced Front-End Developer evolving from early CMS platforms to modern JavaScript frameworks, demonstrating adaptability and continuous learning in a rapidly changing tech landscape.
- React.js, Next.js, and TypeScript expert, specializing in creating high-performance, responsive web applications that consistently improve load times by 30% and user engagement by 15%.
- Leader of front-end initiatives that drive business results, including a 164% increase in e-commerce sales through optimized user experiences.
- Transforms complex technical concepts into strategic action plans, driving a 50% surge in client satisfaction across varied projects.

Areas of Expertise

- Front-End Technologies: React.js, Next.js, JavaScript, TypeScript
- Responsive Web Design
- UI/UX Design Principles
- Component-Based Architecture
- Web Performance Optimization
- Cross-browser Compatibility
- Web Accessibility Standards
- RESTful API Integration
- Front-End Build Tools: Webpack
- Version Control: Git
- HubSpot Development and CMS
- Management
- CMS Platforms: WordPress, HubSpot, Custom Solutions
- CSS Preprocessors: SASS, LESS
- Adobe Creative Suite
- Public Speaking & Presentations

Career Highlights

- **Led front-end development**: Spearheaded a major e-commerce platform redesign, resulting in a 164% increase in sales during Black Friday/Cyber Monday.
- **Enhanced user engagement**: Improved user experience and performance, leading to a 15% boost in user engagement across multiple projects.
- **Optimized development process**: Created reusable components and upgraded core technologies, reducing development time by 30% and increasing annual output by 250%.

Work Experience

Front End Developer, Great Jakes, New York, NY   July 2021 — Present

Modernized custom websites for global law firms using React, TypeScript, and SASS.

- Increased annual output by 250%, ensuring cross-device compatibility for 1,000+ daily visitors.
- Created reusable components and upgraded core technologies, reducing development time by 30%.
- Enhanced UX and performance, leading to a 15% improvement in user engagement.

Founder, Solution Architect, Creative Director, Smart Code Shop, Denver, CO   March 2016 — Present

Founded and lead a technology solutions company, specializing in custom websites and applications for small businesses.

- Grew client base by 50% through scalable tech solutions that reduced project turnaround times by 20%.
- Boosted brand engagement by 250% with compelling brand identities and impactful digital solutions.
- Engineered and implemented cloud-based architectures, improving application performance and scalability by 30%.
- Optimized web performance across client projects, achieving an average 40% reduction in load times and a 25% increase in conversion rates.
- Supported the development and creation of landing pages, blog templates, and dynamic content modules in HubSpot, leading to a 20% increase in client engagement.

Lead Front End Developer, OneTen Creative (DISH Network), Denver, CO   July 2018 — June 2021

Led front-end development initiatives, focusing on e-commerce solutions.

• Spearheaded Black Friday/Cyber Monday redesign, increasing sales by 164%.
• Led the development of Shopify components, contributing to a 20% increase in new business.
• Optimized DCO HTML5 banners, boosting conversion rates by 200%.

Senior Web Developer, Designer, Denver Print Company, Denver, CO   November 2014 — March 2016

Partnered with clients to create and deploy custom web solutions.

• Improved WordPress site performance by 25%, enhancing client satisfaction.
• Designed and developed infographic signage for Denver Comic Con, increasing brand visibility by 40%.
• Streamlined internal website functions, reducing operational costs by 15%.

Senior Web Developer, Designer, Graphik Creative, Denver, CO   March 2012 — January 2013

Provided web development and design services for clients.

• Developed and deployed WordPress and E-Commerce websites, enhancing functionality and reducing maintenance time by 20%.
• Created logos and marketing materials, driving a 15% increase in brand recognition.

Education

Full-Stack Web Development Immersive, Galvanize, Inc., Denver, CO   February 2018
Bachelor of Fine Arts, University of Illinois, Urbana-Champaign, IL

Certificates

Certified Salesforce Administrator, Salesforce Trailhead   June 2024
Certified Salesforce Developer, Salesforce Trailhead   July 2024

Volunteer Experience

Silver Tech Help, Helping the Elderly with Technology   March 2020 — Present

Languages

English, Native Speaker
Spanish, Fluent