

Paul Rodriguez

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Frontend Web Developer | Solution Architect | Strategic Partner

PROFESSIONAL SUMMARY

I'm Paul Rodriguez, where coding meets clarity. A seasoned Frontend Web Developer, Designer, Solution Architect and Strategic Partner passionate about technology accelerating businesses. Specializing in React.js and strategic communication, I bridge gaps between techies and non-techies, delivering solutions with precision and passion. I leverage my coding background and communication skills to design scalable, user-centric systems. Fluent in Spanish, I volunteer to help senior citizens with technology, reflecting my commitment to 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

2021 - 2024

Great Jakes - Law Firm Website Agency

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

2018 - 2021

Dish Network

DENVER, CO

- Redesigned Black Friday/Cyber Monday strategy, boosting sales 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

2016 - CURRENT

Smart Code Shop

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

2014 - 2016

Denver Print Company

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 35% and engagement 25%.

Senior Web Developer, Designer

2012 - 2013

Graphik Creative

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

2008 - 2012

SlantMedia Creative

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 35%.

EDUCATION

Galvanize, Inc.

2018

- Full-Stack Web Development Immersive

DENVER, CO

University of Illinois

2001

- BFA - Graphic Design

URBANA-CHAMPAIGN, IL

CERTIFICATIONS

Salesforce

2024

- Certified Salesforce Administrator
- Certified Salesforce Developer

LinkedIn Learning

2021

- Full-Stack Web Developer Badge