

# ABIEZER "ABE" REYES

## FRONT-END WEB DEVELOPER

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### PROFESSIONAL SUMMARY

Front-end web developer with a strong foundation in HTML5, CSS3, and JavaScript, focused on building responsive, accessible, and visually polished websites. Experienced translating design mockups into production-ready code, customizing CMS templates, and optimizing for performance and SEO. Comfortable working with modern tooling (Sass/SCSS, Tailwind, Bootstrap) while maintaining clean, semantic markup. Agency experience includes building white-label sites for diverse clients, collaborating with design teams, and delivering pixel-perfect implementations that balance technical excellence with visual quality.

### TECHNICAL SKILLS

**Core Front-End:** HTML5, CSS3, JavaScript (ES6+), TypeScript, Responsive Design, Cross-Browser Compatibility

**CSS Tools & Frameworks:** Sass/SCSS, Less, Tailwind CSS, Bootstrap, CSS Grid, Flexbox

**JavaScript & Frameworks:** Vanilla JavaScript, DOM manipulation, Event handling, Fetch API, Vue.js, React, Next.js

**CMS & Templating:** WordPress (theme customization, template hierarchy), Shopify (Liquid templating, custom elements), CMS template development

**Performance & SEO:** Image optimization, lazy loading, code minification, semantic markup, metadata implementation, structured data, Core Web Vitals

**Accessibility:** WCAG AA standards, semantic HTML, ARIA attributes, keyboard navigation, color contrast, screen reader optimization

**Tools & Workflow:** Git/GitHub, Figma (design to code), Chrome DevTools, Lighthouse, PageSpeed Insights, WAVE, VS Code

**Design Implementation:** Pixel-perfect builds, responsive breakpoints, design system implementation, UI component development

### WEB DEVELOPER

*needthisdone.com / Independent Practice*

November 2023 - Present

- Build responsive, accessible web applications using HTML5, CSS3, JavaScript, and modern frameworks
- Client: Acadio (EdTech) - Developed custom Shopify elements for white-label client sites, translating design specifications into production-ready Liquid templates and custom web components
- Implement SEO best practices including semantic markup, metadata optimization, and structured content hierarchy
- Optimize site performance through image optimization, lazy loading, code minification, and efficient asset delivery
- Ensure WCAG AA accessibility compliance using semantic HTML, proper ARIA attributes, keyboard navigation support, and color contrast standards
- Collaborate directly with clients to gather requirements, provide technical guidance, and deliver polished user experiences across diverse industries
- Work with REST APIs to fetch and render dynamic content within front-end templates

## E-COMMERCE PLATFORM DEVELOPMENT

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*Personal Project / Full-Stack Development*

2021 - 2022

- Built responsive e-commerce application with Vue.js frontend featuring product browsing, cart management, and checkout flow
- Implemented Sass/SCSS for maintainable, scalable stylesheets with variables, mixins, and nested selectors
- Created mobile-first responsive layouts using CSS Grid and Flexbox with attention to visual hierarchy and usability
- Optimized images and assets for fast load times across devices and connection speeds
- Developed reusable UI components with consistent styling and interaction patterns

## WORDPRESS & FRONT-END DEVELOPMENT

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*Various Client Projects*

2020 - Present

- Customized WordPress themes and templates to match client design requirements while maintaining upgrade-safe patterns
- Built custom page templates with responsive layouts, custom post types, and dynamic content sections
- Implemented performance optimizations including image compression, caching strategies, and efficient asset loading
- Ensured cross-browser compatibility and mobile responsiveness across all client sites

## NEEDTHISDONE.COM - PRODUCTION WEB APPLICATION

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*Live at needthisdone.com*

2024

- Built with React/Next.js, TypeScript, and Tailwind CSS with focus on performance and accessibility
- Implemented comprehensive testing including Playwright E2E tests and WCAG AA accessibility validation
- Integrated third-party services (Stripe payments, external APIs) with proper error handling
- Optimized for Core Web Vitals and SEO with semantic HTML, metadata, and structured data
- Achieved 95+ Lighthouse scores across performance, accessibility, best practices, and SEO

## SHOPIFY LIQUID DEMO PAGE

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*Portfolio Project / Available on GitHub*

January 2026

- Built custom Shopify page from scratch using Liquid templating without relying on theme frameworks
- Implemented responsive design with CSS Grid and Flexbox for complex layouts
- Created reusable Liquid snippets and sections for content editors
- Demonstrates ability to hand-code production-ready templates with clean, maintainable code

## FINANCE & INSURANCE MANAGER

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*Toyota of Orlando | Orlando, FL*

2017 - 2023

- Developed strong client communication skills working directly with customers to explain complex products and processes
- Collaborated across departments to resolve customer concerns and deliver exceptional service
- Managed multiple priorities in fast-paced environment while maintaining attention to detail

## EDUCATION

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**Full Sail University** | Winter Park, FL

Web Design & Development Coursework | 2016-2017 | Straight A's while working full-time

**Self-Directed Learning**

freeCodeCamp Full Stack Certification (in progress), Vue.js Complete Guide, 100 Days of Code