ABIEZER "ABE" REYES

WEB DESIGNER & FRONTEND DEVELOPER

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I build responsive, user-centered websites that look good and work well. My approach combines clean HTML/CSS fundamentals with modern JavaScript frameworks, always keeping the end user in mind. Whether it's a marketing site or a web application, I focus on intuitive layouts and polished visual details.

Client collaboration is central to how I work. At Acadio, I started as a contractor and grew into a trusted technical partner over nine months. I listen carefully, communicate clearly, and translate business goals into functional designs.

Before tech, I earned three promotions at Toyota over seven years and led a medic team in the Army. That background taught me to meet deadlines, stay calm under pressure, and take ownership of my work.

TECHNICAL SKILLS

Design & Visual

Responsive Web Design, Mobile-First Layouts, UI/UX Principles, Figma (Wireframes/Mockups), Visual Page Builders, Component Libraries, Color Theory, Typography

Frontend Development

HTML5, CSS3, JavaScript (ES6+), TypeScript, React, Next.js, Vue.js

CSS Frameworks & Tools

Tailwind CSS, Bootstrap (familiar), CSS Grid/Flexbox, Responsive Breakpoints, CSS Animations

Testing & Quality

Playwright E2E, Vitest, WCAG AA Accessibility, Storybook, CI/CD, Git

Backend (Supporting)

Node.js, REST APIs, PostgreSQL, Supabase

SEO & CMS

Semantic HTML, Meta Tags, Page Speed Optimization, Visual Editors/CMS, Content Management

PROFESSIONAL EXPERIENCE

Web Designer & Frontend Developer

November 2023 - Present

needthisdone.com | Independent Consulting Practice

- Designed and built responsive e-commerce website (needthisdone.com) with mobile-first layouts and intuitive user flows
- Created visual page builder enabling clients to design pages without touching code
- Client: Acadio (EdTech) — Started as contractor, grew into trusted technical partner through clear communication and consistent delivery over 9 months
- Ongoing client services: website design, responsive layouts, and content management solutions

Finance and Insurance Manager
Spring 2017 – Winter 2023

Toyota of Orlando | Salesperson → Sales Manager → F&I Manager

- Earned three promotions over seven years at a high-volume dealership (10-30 transactions daily)
- Managed 3-7 client interactions daily, delivering results under tight deadlines while maintaining quality
- Built trust through clear communication and responsive service. Teammates brought me their most challenging situations

Military Enrollment Counselor
2012 – 2017

Full Sail University | International Admissions → Military Student Services

- Started in International Admissions, then moved to Military Student Services where my Army background gave me credibility with veterans navigating civilian life
- Guided service members and families through GI Bill benefits, program costs, and fitting education around military schedules

Combat Medic, Corporal (E-4)
1996 – 2001

U.S. Army | Fort Hood, TX & Fort Bragg, NC

- Led a team of 3 medics and 2 combat lifesavers. Delivered emergency care where mistakes cost lives and hesitation wasn't an option
- Learned to stay calm under pressure, follow protocols precisely, and take responsibility for my team's performance

FEATURED PROJECT

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needthisdone.com
Live at needthisdone.com

- Designed and built responsive e-commerce interface with mobile-first approach
- Created visual page builder allowing non-technical users to design pages without code
- Built reusable component library with consistent styling and visual patterns
- Implemented intuitive shopping flows: product browsing, cart, and checkout
- Designed admin dashboard with clear information hierarchy and easy navigation
- WCAG AA accessibility compliance across all pages and components
- Optimized for fast page loads with proper image sizing and lazy loading

HTML5/CSS3 • React/Next.js • Tailwind CSS • TypeScript • Figma • Responsive Design • Accessibility (WCAG AA)

EDUCATION

Full Sail University (2016 - 2017): Web Design & Development coursework. After teaching myself web technologies since the early 2000s, this program provided the structure to take those skills to a professional level. Straight A's while working full-time.

Independent Study (2016 - 2023): Seven years of consistent skill development while working full-time. Progressed from tutorials to building production applications.

Structured Coursework (2023 - Present): freeCodeCamp Responsive Web Design Certification, freeCodeCamp Full Stack Developer Certification (in progress), Khan Academy CS Principles (100% mastery), Vue.js Complete Guide, 100 Days of Code.

U.S. Army Medical Department Center & School (1996 - 2001): Combat Medic certification. Graduated top 10% of class.