



Alejandro Cevallos

Front-end developer & designer crafting sleek, high-performance web experiences with React & Headless CMS. Turning ideas into seamless digital reality.

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Relevant Experience

Lead Developer at Hipopink Creative Studio Nov 2024 - Present

Senior Front-end Developer Jan - Nov 2024

- Spearhead the web development team, overseeing the entire process from client discovery and project planning to design, development, and deployment of custom-built websites. Advocate for scalable, high-performance solutions, leveraging React, Gatsby, and GraphQL for Headless CMS architectures.
- Strategically select the best tech stack for each project, integrating WordPress, Shopify, and Contentful when needed, and optimizing for speed, accessibility, and SEO. For leaner projects, utilize Webflow, Framer, and WordPress to balance efficiency with quality.
- Beyond development, I lead and mentor my team, ensuring deadlines are met while maintaining a high standard of design, performance, and user experience. Passionate about bridging design and technology to craft seamless, impactful digital experiences.

Creative Web Designer & WordPress Developer at ZablA Mar 2024 - Present

- I designed and developed high-quality WordPress websites for small businesses in Spain, as part of the KitDigital program, which helps promote digital presence for small and medium businesses. By focusing on user-friendly, visually appealing design, I created impactful websites in a short amount of time, ensuring a professional and engaging online presence for each business.

Web Developer & CRM Integration Expert at Markadaria Advertising Agency Jan - Nov 2023

- Designed and developed custom websites for various clients with Gatsby.js and Wordpress, addressing specific needs and business objectives.
- Managed CRM integrations, customizing platforms like Kommo and Clientify to fit different business models and provided training to sales executives, resulting in significant improvements in sales processes and conversion rates.

Graphic Designer & Motion Graphic Designer as Freelance Feb - Dic 2022

- Designed packaging for a baby supplement company, creating an eye-catching and functional design that resonated with the target audience.
- Developed a branding proposal for several brands, with a standout project being the "Solo Una Vida" campaign for the Ministry of Health.
- Created three educational commercials for the Ecuadorian Ministry of Health, featuring a pixel art style to educate and engage viewers.

Web Master & SEO Specialist at Flor de la Vida Jewelry Nov 2020 - Sep 2022

Graphic Designer Jan 2019 - Nov 2020

- Led SEO efforts, optimizing the website to achieve top positions on Google for relevant jewelry-related searches in Ecuador.
- Designed digital and print materials, including catalogs, brochures, and specialized photo retouching to enhance the visual appeal of the jewelry collection.

Skills

Programming Languages

Javascript (ES6), HTML, CSS, C#, PHP

Libraries & Frameworks

React, Gatsby.js, jQuery, Node.js, Express, Three.js, TailwindCSS, GSAP

Tools & Plataforms

Git, Github, Netlify, Heroku, Wordpress, Unity, Prestashop, Shopify, Framer, Webflow, Contentful

Graphic Design & Media

Photoshop, Illustrator, Figma, Premiere Pro, After Effects

Languages

Native Spanish, B2 English

Selected Projects

royalflowersgroup.com

A seamless and top web catalogue of different premium roses varieties for a wholesale rose exporter.

pbya.com

Developed PB&A's digital catalog for industrial cables, optimizing performance & UX with high performance tech for a seamless browsing experience.

visualtrig.netlify.app

Developed VisualTrig, an interactive tool for exploring trigonometric functions, allowing toggling, angle adjustments, and real-time Cartesian visualization.

Education

Cultural Corporation

My Awakened Consciousness

Elementary School & High School

Platzi & Scrimba Online Schools

I completed my studies in Web Development at Platzi, gaining practical skills and knowledge to build, manage, and optimize websites efficiently.