

# ALESSANDRO LÓPEZ COSTAL

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**SUMMARY** I am a detail-oriented and proactive full-stack web developer with a proven track record of designing and implementing digital solutions that enhance user experience and optimize business processes. My expertise lies in leveraging modern technologies to deliver scalable, efficient, and engaging web applications, meeting and exceeding client expectations in fast-paced environments.

**WORK EXPERIENCE**

**Web Developer | Olso Decora** **November 2023 – October 2024**

- Reduced website load time by 35%, improving user experience and increasing retention rates by 15%.
- Implemented SEO strategies that led to a 40% increase in organic traffic within the first three months.
- Identified and resolved over 25 critical issues, stabilizing website functionality and performance.

**Kamalaacale | (Freelance, concurrent with Olso Decora)** **July 2024 – September 2024**

- Designed and launched an online store that processed over 80 transactions within the first two months.
- Optimized a catalog of over 200 products, improving user navigation by 25%.
- Enhanced user interface and design, resulting in a 20% increase in average session duration.

**Independent Projects | Self-Taught** **2022 – Present**

- Created responsive websites that increased mobile interaction by 30% compared to previous designs.
- Integrated third-party APIs to automate processes, reducing development time for new features by 20%.
- Refactored code across multiple projects, decreasing server resource usage by 15%.

**EDUCATION**

**Full Stack Developer Bootcamp** **2023 - 2024**  
Tecnológico de Monterrey

- Technologies learned: Laravel, React, MySQL, Git, RESTful APIs, JavaScript, Java, Python, TypeScript.

**High School Diploma** **2014 - 2016**  
Instituto Politécnico Nacional

**TECHNICAL SKILLS**

- Languages: HTML, CSS, JavaScript, Python, SQL.
- Frameworks and Libraries: React, Laravel.
- Tools: Git, SEO, Responsive Web Design.
- Databases: MySQL.
- RESTful API Development

**LANGUAGES**

- Spanish: Native.
- English: Advanced (C1 CEFR)

**PROFESSIONAL SKILLS**

- Complex problem-solving.
- Critical thinking and analysis.
- Effective communication and teamwork.
- Focus on continuous improvement.

**ACHIEVEMENTS SUMMARY**

- Performance Optimization: Reduced load times by up to 40%, increasing engagement and user satisfaction across devices.
- SEO and Traffic Growth: Achieved a 50% increase in organic traffic through comprehensive SEO strategies.
- E-commerce Development: Delivered scalable platforms processing over 150 transactions in the first three months, improving user navigation and satisfaction.
- Workflow Automation: Streamlined development processes with APIs, cutting costs and deployment timelines by 30%.