

# PAUL ANDRICA

FRONT-END DEVELOPER



## CONTACT

- 📍 Aarschot, BE
- 📞 003247842990
- ✉ andpau96@gmail.com
- 🌐 [paulandrica.com](http://paulandrica.com)
- 🌐 [linkedin.com/in/paul-andrica](https://linkedin.com/in/paul-andrica)

## TECH STACK

- HTML
- CSS, Sass
- Javascript, jQuery
- React.js
- Node.js
- Tailwind, Foundation
- Express.js

## ADOBE SUITE

- Target
- Photoshop
- Figma
- Illustrator
- Premiere pro

## CMS

- Magnolia
- Framer
- Wordpress

## MANAGEMENT

- Jira
- Target Process

## LANGUAGES

- English (fluent)
- French (fluent)
- Dutch (basic)
- Romanian (native)

## PROFILE

Full name: **Paul Ciprian Andrica**  
Date of birth: **02/05/1996**

I am friendly and communicative with a strong passion for the web. Over the course of **3+ years in the telco sector** where I have gained a deep understanding of the industry's dynamics and demands and played an integral role in developing digital solutions that improve customer interactions, streamline processes, and elevate brand engagement.

## EXPERIENCE

📍 **Proximus - SII Belgium | 2020 - Present**

### Web integrator & publisher

- **E2E personalisation:** Orchestrated end-to-end personalisation journeys for vital product pages, utilizing Adobe Target to customize user experiences and boost engagement.
- **CMS enhancement:** Implemented new website components using HTML and CSS within the Magnolia CMS, actively participating in the validation and testing process to ensure seamless functionality, user experience, and design standards.
- **Diverse promo publishing:** Effectively managed diverse promotional content and a variety of essential webpages for web publication, capturing audience interest and enhancing online visibility.
- **Newcomer training and mentorship:** Assumed mentoring responsibilities, aiding new team members' integration and fostering a cohesive and efficient team dynamic.
- **Key web app development:** Played an essential role in creating two pivotal web applications, enhancing user satisfaction and advancing the overall digital ecosystem.
- **Contributions to design system:** Actively enriched the company's design system, promoting consistency and efficiency in design-to-development workflows.
- **Collaborative partnership:** Worked closely with designers and technical analysts, translating creative concepts into functional front-end solutions through a seamless and productive collaboration.

- **Adherence to deadlines and briefings:** Consistently met project deadlines and specifications, ensuring punctual delivery of high-quality work and maintaining stakeholder confidence.

## EDUCATION

© **INTEC Brussel** | **02.2020 - 09.2020**

### Web development

- **MERN Stack Development:** Created multiple dynamic web applications using the MERN (MongoDB, Express.js, React, Node.js) stack, demonstrating a comprehensive grasp of full-stack development principles and the ability to craft robust websites.

© **TKO Leuven** | **2017 - 2019**

### Web design

- **Acquired a strong command of essential web design technologies,** including HTML5, CSS3, jQuery, and JavaScript. Leveraged these skills to create visually appealing and intuitive web interfaces, while also ensuring seamless responsiveness across various devices through implementation of responsive design principles.