Juan Camilo Caro Rodriguez

With 3 + years of experience in the Design Industry, My experience spans from positioning brands towards a stronger identity, creating genuine modern websites and developing applications that deliver value to clients.

Ph: +64 0272353277
Email: jcaro112699@gmail.com
GitHub: github.com/JUANCA99COL
Portfolio: codewithjuan.com
Wellington, New Zealand
NZ Resident

WORK EXPERIENCE

Mastertouch — Developer & UX Designer
JUNE 2022 - PRESENT

- Implemented and enforced brand guidelines across all product interfaces, ensuring consistent graphic standards and enhancing brand recognition throughout the customer journey.
- Designed and developed website with optimized load times, improving site speed by 70% and ensuring superior performance on all devices.
- Implemented SEO best practices within the design to enhance organic search rankings and visibility.
- Conducted user research and usability testing, leading to improved website navigation and functionality.
- Created high quality wireframes and included responsive design practices for all devices.

DataTorque — Software Engineer Intern
NOV 2021 - MARCH 2022 (Internship)

- Improved code quality by conducting thorough peer reviews, resulting in a reduction of bugs by 20% and ensuring that all code was ready for testing.
- Implemented effective troubleshooting techniques to address software issues, resulting in a 15% decrease in customer complaints and improved user experience.
- Utilized advanced SQL queries to analyze and optimize the performance of our revenue management system, resulting in a 15% increase in efficiency.
- Developed and executed comprehensive UI and integration test plans using C# and JavaScript, resulting in a 20% reduction in software bugs.
- Integrated plugins in micro front-end apps using React, resulting in a 30% decrease in load time for web pages.

SKILLS

Product Design, Front-End Development, User Experience, SEO Positioning, Marketing, DNS management, Version Control Git, SQL JSON, NodeJS, HTML5, CSS3, React. jQuery, JavaScript ES6, English - Fluent, Spanish - Fluent Portuguese - Intermediate

TOOLS

Webflow, Figma, Photoshop, Illustrator, Slack, CapCut, Teams, Trello.

EDUCATION

Coursera / Digital Marketing & Ecommerce
Feb 2025
Certificate

Udemy / Web Design
Jan 2025
Certificate

ZTM / Web Development
July 2023
Certificate

Yoobee / UX Design
July 2020 - July 2021
Diploma

Yoobee / Graphic Design
July 2019 - July 2020
Diploma