Oscar Leal
Front-End Developer-Conversion & Experimentation

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[LinkedIn](#) | [GitHub](#) | [Portfolio](#)

EDUCATION

The University of Texas at Austin	**May 2022**

B.S., Communications
B.S., Arts & Entertainment Technologies

CERTIFICATIONS & TECHNICAL SKILLS

Certifications: Full Stack Coding Bootcamp - Web Development

Web Development: HTML5, CSS3, JavaScript, Smarty (PHP), jQuery, Bootstrap, Tailwind CSS, Handlebars.js

Frameworks & Libraries: React, Next.js, Framer Motion, StoryBook, Accessibility & performance optimization

Backend & Automation: Node.js, RESTful APIs, GraphQL, Prisma

Databases: MySQL, MongoDB, AWS RDS, Relational & NoSQL Databases, Email automation (NodeMailer, SFMC, Cordial)

Platforms & Tools: Salesforce (data modeling, automation concepts), Cordial, Oracle Responsys, AWS S3, VercelGit, CI/CD, Jira

Analytics & Data: PostHog (event tracking, funnels, cohorts, feature flags), Google Analytics 4 (GA4), Data-informed product iteration, Experiment measurement & insights

Experimentation & A/B Testing: Funnel Analysis & Conversion Optimization, Event Tracking & User Behavior Analytics, Lifecycle Automation & CRM Workflows

PROFESSIONAL EXPERIENCE

Abercrombie & Fitch Co. ; *Remote*   **November 2023-Present**
Marketing Email Developer

- Developed and optimized high-volume, cross-client email templates supporting lifecycle and promotional campaigns reaching millions of subscribers, directly supporting revenue-driving initiatives.
- Collaborate with in-house designers using Figma and Photoshop to slice, prep, and implement assets, to improve engagement and conversion through layout optimization, accessibility improvements, and performance best practices.
- Advise design partners on email layout best practices and platform constraints to maintain consistency, usability, and performance.
- Led development efforts on a first-time buyer journey, implementing personalization, automation logic, and conditional flows within Cordial.
- Contributed to experimentation initiatives by iterating on messaging structure, layout, and timing based on campaign performance insights.
- Played a key role in the migration from Oracle Responsys to Cordial, ensuring data integrity, delivery reliability, and scalability of lifecycle campaigns.
- Conducted extensive QA and testing across clients using Email on Acid, ensuring consistent rendering and reliable delivery.
- Acted as a technical partner to marketing teams, troubleshooting live campaign issues and rapidly unblocking launches.

Os World ; *Remote*   **September 2023-Present**
Freelance Developer-Self-Employed

- Develop websites leveraging Next.js 14, React, TypeScript, and Tailwind CSS, using agile methodologies to ensure timely and efficient delivery.
- Incorporated cloud technologies like AWS S3 for scalable image hosting, ensuring performance and security across applications.
- Collaborated with clients to define project requirements, affirming clear expectations and successful outcomes.
- Integrated unit testing in React and Node.js projects to ensure functionality and reliability.
- Enhanced client business growth by applying data-driven approaches and web development best practices.
- Applied problem-solving and analytical skills to troubleshoot and improve code, driving efficiency in website performance.

Oracle Corporation- Partner Alliance Marketing team; *Austin, TX*   **June-August 2022**
Marketing Specialist Intern

- Supported Deloitte's marketing efforts by managing promotions, creating social media content, and organizing partner information in Wrike project management software.
- Contributed to the creation of web content and promotional material using HTML, CSS, and JavaScript, ensuring seamless updates across microsites.
- Assisted in creating data visualizations and reports, using tools to improve business analysis and internal communication.

- Collaborated with event executives and account managers to document partner accommodations for Cloud World.
- Gained exposure to cloud technologies by participating in initiatives supporting Oracle Cloud services.

PROJECTS

PinTech Inc - *Developer, Site*   **January 2025-Present**

Platform: [Demo](#)

- Developing a high-end static website with advanced animations for a startup in its funding stage.
- Integrated logo assets and brand deliverables provided by the designer to maintain visual consistency across the site.
- Authored [comprehensive documentation](#) using the Storybook framework, outlining component usage, copy rationale, and data flow for each section of the page.
- Conduct weekly client meetings to gather feedback, present progress, and align on updates.
- Implemented smooth, high-impact animations using Framer to elevate user experience.
- Engineered mobile-first, responsive interfaces using Tailwind CSS to ensure accessibility and seamless interaction across all device types.

Leal Vehicle Directory - *Developer, Application*   **August 2024**

Platform: [GitHub](#)

- Developed a secure full-stack application using Next.js, NextAuth, and AWS S3, incorporating strong security measures and performance optimizations.
- Applied OOP principles to structure backend logic and ensure maintainable code.
- Designed and implemented responsive UIs using Tailwind CSS, optimizing user experience across multiple devices.

VidaBebidas Project - Full Stack Growth Engineer   **May 2024**

Platform: [GitHub](#)

- Designed and built a full-stack booking platform for a mobile bartending business with a focus on conversion, automation, and customer lifecycle.
- Implemented end-to-end booking flows capturing user intent, event data, and booking metadata to support funnel analysis and future experimentation.
- Integrated automated email confirmations and notifications to reduce drop-off and improve booking reliability.
- Architected the platform to support analytics instrumentation (PostHog / GA4) for tracking:Booking funnel conversion, Drop-off points, Source attribution
- Optimized performance and routing in Next.js to reduce friction during the booking experience.

Crowd Query - *Developer, Application*   **June 2023**

Platform: [GitHub](#)

- Single-handedly conceived and built a full stack app, facilitating easy creation of anonymous feedback forms designated for project administrators.
- Addressed and resolved challenges related to real-time cache updates, data synchronization, and reinforcing user anonymity, enhancing the overall robustness of the application.
- Application improves project administrator efficiency by enabling seamless creation and management of feedback to increase productivity & work-related results.
- Tech Stack: MERN (MongoDB, Express.js, React, Node.js) + Apollo server, GraphQL, TailWind