

Oscar Leal

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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, Redux, Express, NodeMailer, AWS S3, TypeScript, GraphQL, StoryBook

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

Databases: MySQL, MongoDB, AWS RDS, Relational & NoSQL Databases

Version Control: Git, GitHub, GitLab, CI/CD

Deployment: Vercel, AWS, Oracle Responsys, Cordial, SFMC (Introductory)

Emerging Technologies: Cloud, AI

PROFESSIONAL EXPERIENCE

Abercrombie & Fitch Co. ; Remote

November 2023-Present

Email Developer

- Develop and modify responsive, cross-client email templates using HTML, CSS, and Smarty, aligning with modern web standards and accessibility best practices..
- Collaborate with in-house designers using Figma and Photoshop to slice, prep, and implement assets, ensuring visual fidelity across platforms and devices.
- Advise design partners on email layout best practices and platform constraints to maintain consistency, usability, and performance.
- Lead developer on a customer journey orchestration initiative focused on first-time buyers; coordinated with Cordial platform partners to implement advanced personalization and automation logic.
- Played a key role in the migration from Oracle Responsys to Cordial, ensuring data security, campaign resiliency, and compatibility with existing workflows.
- Utilize HTML, CSS, & Smarty logic to code and design responsive email templates and marketing campaigns, driving engagement and brand consistency.
- Conduct thorough testing and QA across clients (Email on Acid) to identify rendering issues and ensure pixel-perfect execution.
- Troubleshoot technical issues in live campaigns under tight deadlines and rapidly resolve cross-functional blockers.
- Work closely with marketers, designers, and developers to maintain and evolve campaign infrastructure supporting Abercrombie Adults and sister brands.
- Utilize HTML, CSS, & Smarty logic (PHP) to code and design responsive email templates and marketing campaigns, driving engagement and brand consistency.

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 Developer

May 2024

Platform: [GitHub](#)

- Engineered a full-stack booking platform for a mobile bartender service, utilizing Prisma, MongoDB, and NodeMailer to manage user accounts and email notifications.
- Implemented dynamic routing in Next.js, optimizing page load times and site performance.
- Applied agile development and CI/CD principles to maintain rapid, efficient deployment cycles.

Party Knight Rentals - Developer, Full Stack Web-Page

April 2024

Platform: [GitHub](#)

- Designed and implemented a fully responsive website that adapts seamlessly to desktop and mobile devices, ensuring an optimal user experience.
- Developed static pages such as Home, About Us, Offerings, RentProduct, Policy, FAQ, and Contact Us, providing visitors with comprehensive information about the business and its services.
- Utilized dynamic routing with Next.js for efficient server-side rendering and page loading, contributing to improved site performance.
- Tech Stack: React, TypeScript, NextJs, Tailwind CSS

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