

Valeria Berrocal

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Summary

Front-end Software Engineer with 6+ years of experience building accessible, responsive web applications using modern JavaScript frameworks. Currently pursuing an M.S. in Political Analytics, expanding expertise in data analysis, statistical modeling, and data-driven decision making.

Skills

Languages: JavaScript, HTML, CSS, Python, R, SQL, Java

Frameworks/Libraries: React, Vue, Sass, Bootstrap, jQuery

Tools: Git, Figma, AEM, Strapi, Agile/Scrum

Data & Analytics: Data Visualization, Statistical Analysis, SQL Queries

Experience

Optica — Front-End Applications Developer Jan 2023 – Present
Washington, DC

- Partner with marketing, design, and backend teams to implement and maintain front-end features across multiple organizational web properties using HTML, JavaScript, Vue, and CSS
- Conduct quarterly accessibility and performance audits (WCAG, Lighthouse) to identify and remediate UX and compliance issues
- Contribute UI/UX and interaction design guidance to improve consistency and usability across internal and external-facing tools

Optimal — HTML / CSS Developer Jul 2021 – Oct 2022
Kirkland, WA

- Published data-driven digital reports and content insights consumed by thousands of users
- Built reusable UI components and automated CMS workflows, improving content delivery efficiency by 20%
- Maintained and extended content using custom in-house CMS widgets and templates

Rimac Seguros y Reaseguros — Webmaster Nov 2019 – Jun 2021
Lima, Perú

- Collaborated with UX/UI and marketing teams in an Agile environment to enhance customer-facing digital experiences using AEM
- Executed time-sensitive campaign and cyber sales deployments under strict production deadlines
- Developed dashboards tracking traffic and conversion metrics to inform content and UX decisions

Education

Columbia University — M.S. Political Analytics Sep 2025 – Present
New York, NY Expected Graduation: Spring 2027

Western Governors University — B.S. Software Engineering Aug 2022 – Feb 2025

Certifications

AWS Cloud Practitioner CompTIA Project+