

Daniel Martínez

UI developer · consultant

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I'm a Consultant Front-end Architect, designer, developer, writer and speaker.

I understand CSS and its importance for projects scalability, I code it, I design frameworks for it, I create the best possible web performance along the most optimal code. I help companies write better quality, more manageable, more scalable user interfaces.

Working with clients including OCU, Televisa Colombia, and the Banco Santander, I provide front-end architecture consultancy to large organisations and teams working on large products. I work internationally, consulting, advising, running workshops, speaking, training, and more.

I also offer development services to companies of all sizes looking to establish solid foundations on which to build and grow their products. My main focus is on front-end architecture and performance, specialising in maintainable, scalable CSS.

Please, check my online CV for a more detailed info on my profile

Languages

Spanish
Native

English
Full professional proficiency

Knowledge and working methods

Responsive design, teaching, UI development, Web Performance optimization, WordPress themes development, CSS architecture and scalability.

Development

I work on products and long-running projects, focusing on scalability, maintainability, performance, and more. I usually join product teams for short, initial kick-off sprints in order to set up architectures and workflows, and to leave teams self sufficient.

Banco Santander
Senior UI Developer

Spain, May 2015 - Present

Built the front-ends—and their respective frameworks—for several of Banco Santander's most trafficked and profitable online products as the Cuenta 1 | 2 | 3.

Currently working on modernizing workflows and CSS architecture for the upcoming projects: I'm developing a huge style guide for all the Santander Group products.

Escuela IT
Teacher Coordinator

Online, Feb 2012 - Present

Teacher and coordinator of all the CSS, Preprocessors, Workflow, Responsive Design workshops.

ThinkandCloud
Senior Frontend architect

Spain, Nov 2013 - July 2014

ThinkAndCloud is a startup incubator. I was the responsible for the frontend process and organizing designers and workflow to fit all the different projects requirements.

I created all the web code in CSS, HTML and JavaScript using a CSS framework created by myself, plan the UX/UI features and behaviors in different resolutions and devices, I also adapted my code to ASP.NET

Workshops

I run workshops and training sessions for existing teams, getting them up to scratch and prepared for writing and managing front-ends that they expect to grow. Performance concerns, workflows, design process, and more, tailored to your company, products, and team.

Full day CSS Workshop at **Ironhacks**

Wordpress theme creation course at **Platzi**

Frontend course at **Platzi**

Wordpress Workshop at **Televisa Colombia**

Responsive Design Workshop at **Escuelait**

CSS methodologies and workflow at **OCU** (Organización de consumidores y usuarios)

(Web) Design workflow at **Spielo GTech**

Publications and Speeches

Complete Less course at [Udemy](#) (near 5k students).

Element Query blog post at [Octuweb](#).

Flexbox Speech at [Frontenders](#)

Several [blog posts](#) in my web, covering topics like Sprites, Table-Cell layout, CSS Units, WordPress, and more.

Disclaimer:

Web is about dynamic, therefore some of the webs posted here could be not online or different to the actual webs, however I own all the code and images available upon request