**Daniel Martínez**

UIX Developer/Consultant

*Profile*

I'm a UIX Developer/Consultant, with broad experience running training courses/workshops for web design and development teams.

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 use with under a progressive enhancement / OOCSS / DRY techniques to provide a robust code.

*Language Skills*

- Spanish: Native
- English: Fluent both Oral & Written
- Italian: lower intermediate level (still studying)

*Knowledge*

Coding Tools:

- Sublime Text
- Codekit
- Ghostlab
- Git

Skills and Working Methods:

- Responsive design
- Design courses and workshops
- Interactive prototyping
- Improve companies design process

*UI*

User Experience starts in the code, an optimal - fast loading website is the base for every website. I keep a semantic HTML through CSS, working with meta-data, pseudo-elements and many css features to maintain HTML as semantic as it can be, always focusing on accessibility.

That means test-test-test-&-test. I love having as much devices as I can to test crossbrowser code and test User Experience. That's why I use Ghostlab (or similar: Codekit IP browsing) as one of my main tools.

I study and evaluate how users feel about a system, looking at such things as ease of use, perception of the value of the system, utility, efficiency in performing tasks and so forth.

*CSS*

I create scalable and robust CSS, focusing in maintainability. I Apply DRY rules and some OOCSS (Not every time, CSS is still cascade) and I always comment my CSS with BEM comments.

I *usually* attach myself to [these rules and guidelines](#) when coding CSS.

I use CSS frameworks, but I don't like to use Bootstrap/Foundation or any other *design* framework. I think a framework should do your work easy, it is not meant to do ALL the work: Every project evolves in a different way and depending on its path the CSS is one way or another. Design Frameworks like Bootstrap/Foundation comes with *all* solutions and you end up having a lot of crap in your code, not forgetting you have to adapt to *others* way to write code.

[Therefore I created my own CSS framework in Sass](#) - it was in Less but it had evolved -.

This framework comes with a pretty good style guide I like to adapt to the current project. Such style guide is *very* handful when Developers (or myself) adapts the front HTML/CSS code to the backend system. I like to go as quick as I can to code when we have an early visual design and then use Styleguides to provide both consistency and a backend adaptation tool.

*Consulting / Training*

I've always been passionate about sharing knowledge, thanks to others doing that I could learn what I know. I run a lot of courses online in Escuela.It and offline with several organizations like ADCV. I run courses and workshops for companies from basic to expert/professional in-house , training their teams in Sass, Workflow or CSS methodologies.

*Weakness*

Even when I can handle myself with a lot of code, I'm not a programmer. I don't develop JavaScript Apps or .NET/ASP handlers (but I know what they are). I can write basic PHP loops/conditionals or MySQL queries.

This means I can understand code, deal with it and know what to do with my front end code to adapt it to the backend.

## Publications and Speeches:

- Introducing display:table-cell to RWD (In spanish)
- *Styleguides and Photoshop speech at #DeswebIO Conference*
- Less course at Udemy and Youtube (In Spanish)
- Youtube #DesignIO Channel: I host a weekly hangout to show the spanish community the best way to create websites.
- And my own Youtube Channel where I record some screencast to teach CSS tips.

*Latests Experience*

Web Instructor

- 02/2012 - Currently working
- Escuela.It - Online
  When I started to be part of EscuelaIt they had dull video curses and I changed everything and made real interactive courses in realtime. I also started as an instructor with them on the Web Design, Responsive Web Design, advanced CSS, Web Workflow and Design for Wordpress courses and workshops, which actually are a real success on the Spanish and Latin America developers / designers community. I've given more than 20 courses with them.

**Frontend - UI Consultant**

- 09/2013 - Currently working
- [ThinkandCloud](#) - Valencia, Spain

    ThinkAndCloud is a entrepreneur incubator: We help ideas to come true. I am the responsible for the front end process, working together with the existing team of Designers, Developers and Creatives developing solutions to improve the user's experience and set up the optimal workflow to the project requirements.
    I do 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 adapt my code to ASP.NET.

**UI Developer - Consultant**

- 10/2012 - 02/2013
- [GTechG2](#) - Gibraltar
    I worked along their design team in Gibraltar planning better and more optimized workflows and tools. I implemented Bootstrap and 320andUp frameworks/template to the rest of the team along with LESS into their whitelabel branch.

### *Cool projects I've done*

- [http://parquewarner.com](http://parquewarner.com) Designed the Website, then it was coded into Joomla.
- [http://baleeblu.es/](http://baleeblu.es/)Control all the web behavior, made the front end code, design and planning UX strategy for this international marketplace.
- [http://coolway.com/](http://coolway.com/) UX/UI and coded HTML/CSS. It was a fun site, since we worked under a design point of view more than accessibility and performance due to company requirements: they only wanted to show it in their own iPads to possible products distributors.
- [http://www.ulanka.com/](http://www.ulanka.com/) I'm actually redesigning their website aiming to sell as much as they sale offline. This site particularly represents a back and forth fight, I have my preferences, of course, but they're never unchallenged since clients and peers also have their preferences.

### *What can I do for you?*

- Write the most optimal, robust and scalable CSS code.
- Write an accesible, semantic and SEO friendly HTML
- Train your team on the best methods to optimize your company web design workflow.
- Run a workshop for your company on CSS workflow: preprocessors, scalability, SMACSS and consistency.