

# Adrian Olguin

## Web Developer & UI/UX Designer

### Work Experience

#### Purpose Driven Connection - RSM, CA

WordPress Developer / Programmer

April 2021 – Present

- Manage 6 large-scale WordPress sites with WP Engine & 4 Magento e-commerce sites, optimize & develop SEO for organic ranking, track & analyze analytics in various platforms to ensure performance.
- Design, develop, & modify websites primarily in WordPress
- Troubleshoot issues with plugins, HTML/CSS code, PHP issues, and JavaScript errors on various websites
- Optimize graphic, audio, and video components in compatible web formats & RSS feed distribution

#### SEE International - Goleta, CA

Web Development & Design Specialist

Sept 2019 – April 2021

- Successfully utilized UI/UX design strategies to redesign the entire WordPress website including techniques such as: Comparative Analyses, Site Mapping, Wireframing, Mockups, Prototypes and User Testing using programs such as Adobe Illustrator and Adobe XD.
- Increased website load speed by over 80% from 17s to 2s.
- Drove company's highest-ever online traffic through maximizing SEO via Google Ads/Analytics, Yoast, and social media marketing.
- Designed responsive webpage layouts, determined technical requirements, wrote & managed content, updated website consistently, created backup files, solved code problems, & provided monthly tracking/reporting.
- Monitored & updated DNS records for new domains and software/database migrations.

#### UCSB Department of Sociology - Santa Barbara, CA

Webmaster

Aug 2017 – June 2018

- Developed and maintained functionality of WordPress site through Drupal CMS using CSS, JavaScript, and HTML.
- Conducted back-end technical and visual support of the SexInfoOnline educational website which reaches millions of users worldwide
- Implemented web development changes using local testing through XAMPP and version control with Git to assist with the renovation of the outdated website





#### DiveSB - Isla Vista, CA

Mobile Application & Web Developer

June 2017 – May 2018

- Improved, monitored, & updated mobile app for the iOS App Store
- Updated JSON files, handled large data & product inventory analytics, & developed a Shopify website to enable online web orders

### Contact

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### Education

#### B.S. Computer Science

University of California, Santa Barbara, College of Engineering  
2016 – 2019

### Certifications

#### The Complete Web Developer Course 2.0

2021, StackSkills

### Languages & Frameworks

HTML	MySQL
CSS	Tailwind CSS
JavaScript	Bootstrap
PHP	jQuery

### CMS & Page Builders

WordPress	Shopify
Drupal	Divi
Magento	Elementor

### Applications

Adobe Illustrator	Hotjar
Adobe XD	JIRA
AWS	Pardot
Cloudflare	Photoshop
Figma	Salesforce
Git / Github	Visual Studio
Google Analytics	WP Engine