

# ALEJANDRA SANTANDER

## Web Designer / Front-End Developer

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Barcelona, Spain

### SUMMARY

Enthusiastic Web Designer transitioning to Front-End Development with a decade of experience in web and Ux/UI design. Proficient in JavaScript and React, I thrive on creative problem-solving and innovation. On the lookout for an opportunity as a Frontend Developer/Web Designer.

### WORK EXPERIENCE

#### Web Designer & Front-end Developer | Grupo Godó

Barcelona, Spain | October 2020 - Present

- Lead web design and front-end development projects, specializing in HTML5, CSS, and JavaScript.
- Ensured the visual quality of printed content for BC projects in La Vanguardia and its verticals, harmonizing aesthetics with brand values.
- Collaborated with cross-functional teams and stakeholders (editorial, project managers, developers, and vendors) to maintain high-quality design standards and meet project deadlines.
- Managed tight deadlines, ensuring the timely delivery of digital and print projects.
- Implementing agile methodologies for efficient project management.

#### Freelance Designer & Front-end Developer | Freelance

Barcelona, Spain | October 2009 - Present

- Designed and developed websites using HTML5, CSS, and JavaScript or Wordpress when need it.
- Created prototypes, functional analyses, usability testing, mockups, and wireframes.
- Developed brand identities, communication strategies, and advertising materials.
- Executed diverse online and offline content for events, branding, sales, and public relations.

#### Design Manager | Dinbeat

Barcelona, Spain | November 2016 - October 2019

- Developed and executed brand identity and communication strategies.
- Led front-end development efforts for the brand products using HTML5, CSS, and JavaScript.
- Product development, customer journeys, user personas and benchmark
- Ui: Prototypes, functional analysis, usability testing, mockups and wireframes
- Ux research: investigation of user needs and experiences

### EDUCATION

#### JavaScript Algorithms and Data Structures | freeCodeCamp

Online Certification | 2024

#### Responsive Web Design | freeCodeCamp

Online Certification | 2023

#### Layout web with CSS Gid and Flexbox | Domestik.org

Online Certification | 2021

#### User testing | Learn Ux

Online Certification | 2020

#### Specialization in Web Creation and Marketing 2.0 | Coco School

Web Design | 2013 - 2014

#### Bachelor of Business Administration (BBA) Design Mention | Universidad Nueva Esparta

Graphic Design | 2009 - 2013

### KEY STRENGTHS

#### Frontend Development

Proficient in HTML, CSS, and currently expanding expertise in JavaScript, React and Redux.

#### Design Excellence

Demonstrated ability to create visually captivating digital experiences.

#### Remote Collaboration

Proven track record of thriving in remote work environments, ensuring effective communication and project management.

### PROGRAMMING

HTML, CSS, JAVASCRIPT, REDUX (in progress)

REACT (in progress), WORDPRESS

### SOFTWARE

- Design Tools: Adobe Creative Suite  
Illustrator, Photoshop, Indesign and After effects
- Web Development: VS Code
- Collaboration Tools: Slack, Trello and Monday
- Prototyping: Figma, and Sketch
- Version Control: Gihub

### SOFT SKILLS

- Effective communication
- Goal-Oriented approach
- Collaborative team player
- Positive and persevering mindset
- Empathy
- Adaptability to change
- Proactive problem solving

### LANGUAGES

- Spanish: Native
- English: Upper intermediate

Explore my full professional journey and skill set on my LinkedIn profile:  
<https://www.linkedin.com/in/alesantander/>