Alexander Mayorga | Front-End Engineer

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SUMMARY

- 9+ years of extensive experience as a Front-End Based Web Developer with a solid understanding of website development, UI/UX design, and installation of different plugins.
- Professional understanding of system development life cycle SDLC as well as various phases such as Analysis Design, Development, and Testing.
- Excellent interpersonal abilities, communication skills, time management, and team skills with an intention to work hard to attain project deadlines.

TECHNICAL SKILLS

Web Technologies:	JavaScript, Typescript, React, NextJS, JQuery, HTML, CSS, Sass, Bootstrap, Webpack, Vite, NodeJS, Express, PHP, MySQL, MongoDB, AJAX, REST APIs, Git, GitHub, GitLab, JSON, npm, handlebarsJS, Angular, mongooseJS, axios, PostCSS
CMS, eCommerce, and Other Experience:	UI/UX design, WordPress, Firebase, Google Analytics, SEO, WooCommerce, A/B Testing, Agile, Google Maps API, Responsive Web Design, Object Oriented Programming, CloudFlare, Cross Browser Testing, Web Scraping

PROFESSIONAL EXPERIENCE

Freelance (Self-Employed) | Houston, TX

Front End Web Developer   Apr 2017 - Present

- Leading the end-to-end development of WordPress websites, ensuring adherence to Google's performance guidelines for optimal site speed and user experience.
- Installing, customizing, and maintaining WordPress plugins and themes to meet project requirements and enhance website functionality.
- Develop custom JavaScript and CSS applications to address specific client needs, improving website interactivity and user engagement.
- Collaborate with agency teams as a freelancer to rebuild and create new WordPress websites, contributing to projects such as salary and finance calculators, multilingual setups, and e-commerce solutions.
- Configure and manage plugin forms for lead generation and integrated sendinblue.com for effective lead management.
- Provide expertise in theme and plugin customization, tailoring solutions to client specifications.

- Advised clients on hosting, domain, and CDN options, ensuring optimal performance and scalability of their websites.

3 Men Movers | Houston, TX
Front End Web Developer   Jul 2017 - May 2023

- Managed initial deployment of the company's Online Booking tool, collaborating with operations, management, and sales teams to gather requirements.
- Led front-end development and contributed to back-end (PHP) business logic.
- Implemented PHP/AJAX to fetch pricing and availability data from database or API endpoints, presenting data to users with Handlebars templating.
- Developed pricing logic based on distance and user location using Google Maps Distance Matrix API.
- Introduced Webpack to improve performance of Online Booking tool.
- Configured Cron jobs for automated data synchronization and email sending.
- Conducted UX/UI optimizations and developed new page templates and web elements for WordPress website.
- Installed and maintained WordPress plugins, including adding eCommerce capabilities with WooCommerce.
- Implemented "dry" code methodologies for enhanced website modularity.
- Conducted A/B testing through Google Optimize and utilized Hotjar for user behavior insights.
- Managed website updates and deployments with git versioning control.
- Configured and managed email templates using SendInBlue and its API.

Dealerwebb Services | Houston, TX
Front End Web Developer   Nov 2015 - Jun 2017

- Developed and improved WordPress and Bootstrap websites.
- Converted Photoshop designs to web pages.
- Designed and developed web components for the company's CMS admin area.
- Created a JavaScript tool to convert Photoshop designs to responsive emails.
- Built and improved email newsletters, marketing emails, and other communications.
- Optimized websites and code for speed and scalability.

EDUCATION AND CERTIFICATION

Bachelor of Science in Computer Information Systems - Ave Maria University - Latin American Campus
Major: Design and Management | Minor: Business Administration