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 modules and 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, GulpJS, 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

3 Men Movers

Front End Web Developer   July 2017 - May 2023

- Oversaw the initial deployment of the company's Online Booking tool. Worked with operations, management, and sales teams to gather app requirements.
- Front-end development of the tool as well as part of the back-end (PHP) business logic.
- Fetch pricing and availability data from a database or API endpoint via PHP/AJAX and JSON data from a Redis cache. Data is presented to users via the Handlebars templating engine.
- Create pricing logic based on distance and user's location using Google Maps Distance Matrix API.

- Introduced Webpack as part of the Online Booking tool build to improve performance.

- Set up Cron jobs for different automated data synchronization and email sending.

- UX/UI optimizations to WordPress Website. Develop new page templates and web elements.

- Develop WordPress Plugin installations and maintenance.

- Added eCommerce capabilities to the site using WooCommerce.

- Enhanced website modularity by using "dry" code methodologies across the site.

- A/B Testing through Google Optimize to improve the website's conversion rate. Additionally, used Hotjar to understand user behavior.

- Website updates and deployments with git versioning control tools.

- Managed and set up email templates using SendInBlue and its API.

Dealerwebb Services

Front End Web Developer   November 2015 - June 2017

- Developed, maintained, and enhanced websites with WordPress and Twitter Bootstrap.

- Converted Photoshop templates to web pages.

- Design and development of web components for the company's proprietary CMS admin area.

- Designed and built a Javascript tool to transform Photoshop designs into responsive emails.

- Built and enhanced email newsletters, marketing emails, and other email 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