



ALEXANDRA PARTIDA

FRONTEND DEVELOPER

CONTACT

 714-788-2308

 [linkedin.com/in/alexandra-partida](https://www.linkedin.com/in/alexandra-partida)

 alexgpartida@gmail.com

 alexpirtida.com

 github.com/alpartida

PROFILE

Well-qualified **Front-end Developer** familiar with a wide range of programming utilities and languages such as HTML, CSS, and Javascript. Knowledgeable of both backend and frontend development practices. Motivated to learn, grow, and excel in the tech industry.

SKILLS

- **Languages:** HTML, CSS, and Javascript
- **Libraries:** React, jQuery
- A/B Testing and analysis
- Troubleshooting and debugging
- Computer Aided Design
- **Frameworks:** MongoDB, Express, Node.js
- **Github**
- Project Management
- Digital marketing and SEO knowledge
- Adobe Creative Suite, Illustrator, Photoshop, Indesign

PROJECTS

Weather API App

- Fully functional weather application that displays a 5 day forecast for your zipcode

Dog API App

- Dog API built in React to search different dog breeds.

Shopify Website

- Tested website and performed troubleshooting prior to deployment.
- Uploaded 18,000 products for an e-commerce online site.

EXPERIENCE

Front-End Developer | InvestCloud

Los Angeles, CA - April 2021 - Current

- Collaborates with stakeholders during development processes to confirm creative proposals and design best practices.
- Reviews and tests customer-facing prototypes before deployment, applying best practice diagnostic techniques to verify usability.
- Works in Agile-driven environment to effectively maintain project timelines and utilizes available resources.
- Conceives and builds optimized web pages in HTML and CSS
- Collaborates with in-house web designers to create sleek and innovative UI design.
- Employs coding practices based on commonly accepted standards to establish site layout and user interface.
- Manages full-cycle design tasks, handling all phases from conception to completion while maintaining guidelines throughout.

Production Manager | Cotton Links LLC

Santa Ana, CA - October 2019 – April 2021

- Planned, organized and managed operations, including ordering materials and supplies, workflow management and timely production for clients like Volcom and Kohls
- Directed manufacturing process and operational efficiency procedures by confirming Pre-Production samples are correct as well as running apparel production

EDUCATION

Fashion Institute of Design And

Merchandising

2013-2015

Merchandise Product Development,
Associates of Arts

Redwood Code Academy

2020

Full stack web development - 26 week coding bootcamp that went in depth on full stack development. Learned necessary languages and concepts such as MongoDB, Express, React, Node.js.

CERTIFICATIONS

SheCodes

2020

SheCodes - Introduction to Coding

SheCodes - Front End Development

SheCodes - React Development

- Communicated with vendors and teams overseas as well as kept products up to date and on schedule. Sourced and researched new vendor opportunities when needed

E-Commerce Web Merchandiser | Alo Yoga

Commerce, CA - May 2019 - October 2019

- Maintained visual aesthetics online by merchandising the website daily and consistently updated site to improve conversion and sales, monitoring website to report any issues
 - Managed and created promotional Collection web pages according to current trends and key categories
 - Responsible for pulling all reporting and analysis to optimize navigation, refinements, linking, and onsite search
- Drove project roadmaps by prioritizing consistently through knowledge of eCommerce business strategies, KPIs, analytics data, and market research

E-Commerce Merchandise Marketing Specialist | SES

Long Beach, CA - September 2017 - February 2019

- Generated a marketing calendar and special marketing initiatives for several high-profile soccer websites including U.S. Soccer and NWSL e-commerce sites all on NetSuite platform
- Assisted in website content management & ensured pages displayed accurate content, images, & product information
- Communicated the management of inventory that supports merchandising, marketing, and financial objectives by working closely with buyers of upcoming trends

SEO Specialist | Revive Media Services

Fort Walton Beach, FL - March 2016 - July 2017

- Developed and implemented marketing strategies for 30 clients and improved search engine performance, attracted users to websites and drove growth, resulting in annual traffic increases
- Managed social media campaigns, multiple Google Adwords accounts, content writing, and email marketing
- Created persuasive weekly content for featured blog posts for several small business clients to create growth and new page visitors