Austin Torres

(908)-875-8077 | austintorres578@outlook.com | LinkedIn | GitHub | Website
Union, New Jersey

Skills

Core Technologies: HTML, CSS, JavaScript, React, WordPress, PHP, Express
Frameworks/Libraries: Bootstrap, SASS, Grid, Flexbox
Tools: Git, Figma, SEO
Other: Accessibility, Responsive Web Design, API Connectivity, WpBakery, Elementor

Experience

Kraus Marketing   **Morristown, New Jersey**
Junior Web Developer   **(Mar 2023 - Present)**
Technologies used - HTML, CSS, Javascript, Wordpress, PHP

- **Developed WordPress 15+ websites** for clients across diverse industries, delivering tailored solutions to meet business objectives.
- **Launched 20+ webpages** for Kraus Marketing's personal website, focusing on portfolio items, career pages, and service advertising to enhance user engagement and functionality.
- **Translated Figma designs i**nto pixel-perfect, mobile-responsive web pages, ensuring high fidelity and user-friendly experiences.
- **Collaborated with clients** to provide technical support, explain site features, and resolve issues effectively.
- **Executed maintenance tasks**, including updates, troubleshooting, and performance optimization for a wide range of client websites.
- **Optimized websites for SEO** by implementing best practices, including meta tag configuration, image optimization, and schema markup, resulting in improved search engine rankings for client websites.

Relevant Local Media   **Wayne, New Jersey**
Web Developer   **(Nov 2022 - Feb 2023)**
Technologies used - HTML, CSS, Bootstrap, Javascript, React, Wordpress

- **Designed and launched WordPress websites** for new restaurant clients, tailoring functionality to industry-specific needs.
- **Enhanced existing WordPress websites** by implementing client-requested changes to improve usability and alignment with business goals.
- **Developed a custom form** using React and the Monday API to streamline client onboarding, integrating new clients directly into the Monday workflow manager.
- **Enhanced website SEO** by applying best practices such as meta tag optimization, image compression, and schema markup, driving improved search engine visibility and rankings for client websites.

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Projects

Soylent Ecommerce – Personal Project (Link)
Technologies used: HTML, CSS, JavaScript

- **Developed a pixel-perfect replica** of Soylent's home and product pages, closely matching design and functionality.
- **Integrated Stripe for payment processing**, enabling secure checkout and transaction handling.
- **Implemented full backend connectivity**, ensuring secure payments while safeguarding API keys using environment variables.
- **Optimized for seamless responsiveness**, delivering an excellent user experience across desktop and mobile devices.
- **Enhanced interactivity** with robust JavaScript functionality, accurately replicating the original site's user experience.

Weather Channel – Personal Project (Link)
Technologies used: HTML, CSS, JavaScript, React

- **Created a highly accurate clone of the Weather Channel website**, replicating both design and functionality by leveraging a Weather API to deliver real-time weather data.
- **Implemented advanced search functionality**, allowing users to retrieve precise temperature and weather statistics using zip codes or location names.
- **Designed dynamic visuals**, including images and color schemes that automatically adapt to the time of day and location for an engaging user experience.
- **Integrated local storage to preserve recent searches**, ensuring seamless user continuity on page reload.
- **Ensured a fully responsive design**, providing an optimal browsing experience on both desktop and mobile devices.

Game Database – Personal Project (Link)
Technologies used: HTML, CSS, JavaScript, React

- **Leveraged the RAWG Video Games Database API** to build a comprehensive video game database with advanced search capabilities across multiple categories.
- **Implemented multilayered search functionality**, enabling users to find games by genre, console, or name for a tailored browsing experience.
- **Ranked games dynamically by Metacritic score**, ensuring users see the highest-rated titles first.
- **Developed dynamic game-specific pages** that showcase platforms, release dates, genres, developers, publishers, descriptions, and screenshots.

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- **Integrated local storage to retain users' last search**, providing a seamless experience on reload.
- **Designed dynamic backgrounds** that adapt to the selected game, enhancing the visual appeal of the application.
- **Ensured responsive design**, delivering a smooth and engaging user experience on both desktop and mobile devices.

Perfect Lighthouse Score – Personal Project ([Link](#))
Technologies used: HTML, CSS, JavaScript

- **Configured the project to maximize accessibility**, ensuring usability for individuals with a wide range of disabilities.
- **Converted images to next-gen formats** (e.g., WebP) to enhance website performance and reduce load times.

- **Optimized code for SEO** by adhering to best practices, improving search engine visibility and rankings.
- **Ensured responsive design** for seamless functionality across both desktop and mobile devices.
- **Integrated a functional form** that enables users to send emails directly to me, streamlining communication and inquiries.

Education

Associates in Architecture   **Sept 2019-May 2021**

Union County College