

GUILLERMO MATA

memo.mata1994@gmail.com | matamos.co | github.com/br8s | linkedin.com/in/guillermo-mata-ramirez/

TECH STACK

Tech: HTML5 • JavaScript (ES6+, JSON, Node.js, Express, Alpine, Three.js) • CSS3 (SASS, Tailwind CSS) • Liquid • HubL • React • GraphQL • Design Tools (Figma, Photoshop) • AWS • MongoDB

Skills: Design-to-Code Implementation (Figma/Photoshop to scalable, responsive UI) • Responsive Design • Cross-Browser Compatibility • SEO Best Practices • Version Control (Git, GitHub) • Performance Optimization (Lighthouse, Popetech, Lambda) • Accessibility (WCAG, ADA Compliance) • API Integration (REST, GraphQL) • Web Animations (CSS3, JavaScript, GSAP) • Component-Based Architecture • Content Management Systems (Shopify, Webflow, WordPress, Squarespace, Hubspot)

EXPERIENCE

Full-Stack Developer | *matamos.co* | 2024 - Present

- Designed and developed high-performance, user-focused websites to showcase personal and client work, emphasizing responsive UX/UI, intuitive interaction, and brand-aligned design that blends creativity, functionality, and strong visual identity.
- Built and deployed scalable backend systems with **Node.js** and **Express**, integrating custom **APIs** and **MongoDB** to support secure, real-time data processing and dynamic user experiences across applications the likes of Chromestars and Trench.

Full-Stack Developer | *drinks.com* | 2021 - 2024

- Developed and customized web applications using **JavaScript (ES6+)**, **HTML5**, **CSS3**, **HubL**, and **Liquid**.
- Developed and maintained websites across multiple CMS platforms, including the likes of **Shopify**, **Webflow**, **WordPress**, **HubSpot**, and **Squarespace**.
- Integrated retention focused third-party services using third-party **Shopify APIs** and **GraphQL** endpoints, resulting in an improved user experience and optimized conversion rates.
- Conducted UI/UX/ADA testing using tools like **Lambda**, **PopeTech**, and **Lighthouse**, ensuring web applications adhered by the WCAG and ADA compliance standards.

PROJECT HIGHLIGHTS

- [Soylent](#) – Assisted in the front-end development of a fully customized Shopify experience, resulting in an improved user experience and optimized conversion rates. Development consisted of an upgraded navigation design to accommodate new product line launches and ongoing content updates, interactive homepage motion designs showcasing new product launches, and the implementation of a custom rewards program, leveraging custom design and integration of LoyaltyLion to enhance customer retention.

- [Fitvine](#) – Led the front-end development of a fully customized Shopify experience, collaborating with designers to extend theme capabilities. Development consisted of a fully custom navigation, homepage, motion animations, and revamped product pages.
- [Winc](#) – Assisted in the front-end development of a fully customized Shopify experience, contributing to a 13% increase in AOV and 46% increase in conversion rate through a comprehensive Shopify migration and website redesign.
- [CHROMESTARS](#) – Developed and led a passion project designed to elevate the PrestigeRP racing community experience by offering real-time performance feedback, detailed statistics, ELO-based rankings, and personalized racing history. Provided users with tangible metrics to track progress, analyze rivals, and monitor wins and losses. Built with **Node.js**, **Express**, and **MongoDB**, and hosted on **AWS**.

EDUCATION

Bachelor of Science Degree in Computer Science — San Diego State University, 2018 - 2020

Associate in Science Degree in Computer Science — Southwestern College, 2012 - 2018