Roberto Escobedo

Web Developer

Dedicated web developer building elegant solutions based on fundamental programming principles. Contributed to building a 30-page WordPress site and led the creation of a brand new 6-page Strategic Plan Dashboard website for the City of San Diego. Have built a cat gif generator webapp, library book-tracking webapp, tic-tac-toe game, an etch-a-sketch web app, and a javascript calculator.

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Work Experience

Senior Marketing & Communications Specialist • JPW Communications

January 2021 - February 2022

The City of San Diego's Strategic Plan Website
https://performance.sandiego.gov/

- Project manager for the development of The City of San Diego's Strategic Plan Dashboard. Delivered a 6-page website with light and dark themes.
- Developed a 3-month project roadmap with detailed roles for our team and our client.
- Drafted the initial sitemap and worked with our creative team to present a wireframe.
- Aggregated, tagged, and organized all assets needed for production, including images and copy.
- Carried out SEO and QA testing before launch to assure responsiveness, speed, and reliability.

EastvaleElevates - The City of Eastvale's Economic Development Website
https://eastvaleelevates.com/

- Developed a custom WordPress solution for the City of Eastvale's Economic Development Department and delivered a 36-page microsite during a 4-month period.
- Built 10 child pages with the Gutenberg editor while adhering to brand guidelines and implemented custom styles via CSS. Conducted SEO with the AIOSEO plugin.
- Drafted and published two monthly blog posts via WordPress admin dashboard.
- Oversaw over 100 pre-launch site edits using BugHerd. Complied with web content accessibility guidelines WCAG 2.1.

Achievements

Cat Gif Generator

Worked with GIPHYS's API to build a cat gif generator and added search functionality to search for other gif types. Focused on optimizing app for mobile experience, which required learning more about touch events and fluid layouts.

Book Library

Developed a SPA for users to create a library of books to read. It was a challenge working with JavaScript factory functions and classes for the first time, but I was able to overcome it by writing cleaner and more organized code.

Admin Dashboard

Created a mockup of an admin dashboard to strengthen and display my HTML & CSS abilities. Utilized the CSS Grid Layout Module to design an elegant solution.

Education

2011 - 2015
University of California
Media Studies & Communications B.A

2020 - 2022
The Odin Project
JavaScript Front End Development Track

Core Skills

- HTML5
- CSS3
- Javascript(ES6)
- Git
- Github
- npm
- Webpack
- WordPress
- Spanish