Camila Paleno

Los Angeles, CA | 310-994-7410 | hi@imcamila.dev
Portfolio: https://imcamila.dev

Skills

HTML, CSS, Javascript, React, Github, SEO, Lighthouse, UX/UI, Adobe Suite (Illustrator, Xd, After Effects, Photoshop, Lightroom), Blender 3D Modeling, Lottie

Education

Attended the University of California, Los Angeles (UCLA) from 2017-2021
Graduated with a Bachelor's degree in Psychology

Experience

Frontend Web Developer and Designer - Neuroscience Education Institute | October 2021 - Present

- Collaborated with the content, marketing, accreditation, graphics, and backend teams within NEI to develop learning portals, dashboards, libraries, informational pages, and blogs.
- Created and presented wireframes and design concepts using Adobe Xd, incorporating feedback from all teams into the design process.
- Translated designs into fully functional websites in collaboration with the backend team utilizing HTML/CSS and JavaScript to create engaging and interactive user interfaces.
    - Introduced and created reusable and mobile responsive homepage banner HTML/CSS templates which generated income from sponsor advertisements
- Introduced Lighthouse to optimize website speed, performance, accessibility, visibility, and SEO.
    - Increased accessibility score (*homepage increased from 79 to 92; login and create account pages increased from 79 to 96*) by adding discernable names to elements, alt text to images.
    - Increased performance score (*homepage increased from 19 to 69, login and create account pages increased from 19 to 96*) by reducing and minifying unused CSS and Javascript.
    - Implemented better practices by updating outdated and depreciated HTML and simplifying CSS with modern solutions like var(), media queries, math functions, flexbox, and nesting.
- Increased efficiency in the graphics department by creating Adobe Express templates (originally made from scratch in Illustrator), reducing turnaround time for social media marketing material
- Increased efficiency in the content and marketing departments by creating Campaigner email templates (originally coded each time with HTML and CSS), reducing turnaround for email campaigns
- Managed multiple projects simultaneously, ensuring timely delivery while maintaining a high standard of quality.

Freelance Frontend Web Developer and Designer | October 2020 - Present

- Collaborated with a wide range of clients, including ecommerce stores, small businesses, creatives, tech companies, and more, to deliver custom web development and design solutions
- Worked closely with each client to understand their business goals and brand identity, delivering tailored designs that reflect their unique vision and style.
- Implemented various technologies and frameworks, including HTML/CSS, JavaScript, and WordPress, to create interactive and dynamic web applications.
- Customized and integrated ecommerce platforms, such as Shopify, WooCommerce, and Squarespace, to create seamless online shopping experiences for clients.
- Created compelling visual content, including web graphics, marketing/social media infographics, photography, and illustrations to enhance brand recognition and user engagement.