Freddy G. Hernandez

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PROFESSIONAL EXPERIENCE

160over90, Philadelphia, PA   January 2022 - Present
Full Stack Developer

- Developed and integrated custom WordPress themes and plugins enhancing website functionality and improving user engagement for over 30k monthly visitors
- Architected and integrated React Native components and client API logic for a rewards based mobile application with 25,000+ users, resulting in an average of 100+ claims per week
- Led a cross functional website redesign increasing user engagement by 10% and a 20% increase in lead generation
- Collaborated on the development of an event landing page increasing unique site visits by an average of 40% per month
- Provided comprehensive technical support, including maintenance, updates, and bug fixes to improve the performance of existing applications

Public Health Management Corporation, Philadelphia, PA
Full Stack Developer   January 2021- December 2021

- Led the migration of an existing flagship application to a newly revamped UI/UX design, and development process utilizing React, Spring Boot and SQL Server systems
- Planned and designed modern User Interface components for legacy applications using React increasing performance and enhancing the user experience
- Collaborate with Project Managers to plan, design and develop features to enhance application processes based on business requirements
- Manage the research, planning and writing of technical documentation for new development environments and design standards
- Responsible for tracking and fixing legacy application bugs assigned through the internal service desk ticketing system

US Squash, New York, NY   July 2014 - August 2018
Senior Advertising and Sponsor Relations Manager

• Coordinated advertising & sponsorship packages for the national governing body of squash in the United States
• Sold the company's highest annual advertising package worth $50k
• Developed new pricing models using internal marketing data & research on industry standards
• Managed the programming of over $100K in ticket sales for the U.S. Open Squash Championships

SKILLS

Languages

JavaScript, PHP, Java, HTML, CSS, Sass

Frameworks & Libraries

React, React Native, WordPress, Node.js, Express, Pug.js, JQuery, MySQL, Spring Boot, Bootstrap

Tools & Platforms

GIT, GitHub, GitLab, WordPress, Pantheon, Heroku, Figma, NPM

EDUCATION

New York Code + Design Academy
New York, NY | Certificate, January 2019
Software Engineering Intensive

Franklin and Marshall College
Lancaster, PA | Graduation, May 2014
Bachelor of Arts in Economics & Spanish