Bryan De Los Santos

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EDUCATION

California State University, Fullerton   08/2020 - 05/2024
Bachelor of Science, Computer Science • Fullerton, CA

SKILLS

Languages: C/C++, JavaScript (ES6+), TypeScript, Python, Java, Swift, Objective-C, HTML5, CSS3, SQL, NoSQL
Framework/Libraries: React, React Native, Next.js, Node.js, Express.js, Redux, GraphQL, TensorFlow/PyTorch
Version Control: Git
Database Systems: MySQL, MongoDB

WORK EXPERIENCE

Elit Tile Corp • Anaheim, CA   10/2024 - Current
Project Manager & Lead Web Developer
- Spearheaded the strategic direction and execution of all web-related projects, acting as the primary liaison between internal stakeholders and external agencies (SmartSites). This included defining project scope, setting timelines, and managing budgets for SEO, PPC, and email marketing campaigns.
- Led UI/UX research and design initiatives, incorporating user feedback and data analysis to inform design decisions. This involved conducting user testing, analyzing heatmaps, and applying color theory principles to optimize user engagement and conversion rates.
- Oversaw the development, maintenance, and optimization of the company's Shopify e-commerce platform. This included managing front-end development (Liquid, HTML, CSS, JavaScript) and integrating with Shopify's backend systems via GraphQL to implement custom features, automate tasks, and ensure seamless platform performance.
- Conducted in-depth data analysis of sales orders, website traffic, and marketing campaign performance to identify trends, inform strategic decisions, and drive a 47% increase in user engagement and a 27% reduction in order processing time.
- Collaborated with cross-functional teams to ensure website accessibility, mobile responsiveness, and overall user experience, providing strategic recommendations that enhanced website performance and met business objectives

Instaboost Media • Costa Mesa, CA   01/2024 - 09/2024
Junior Software Developer
- Consistently delivered high-quality, scalable web solutions, exceeding client expectations and contributing to streamlined onboarding processes.

- Developed and customized over 200 websites across diverse platforms (WordPress, Shopify, Wix, GoHighLevel), demonstrating adaptability and proficiency in various content management systems.
- Streamlined client workflows by developing and automating backend systems using Node.js, JavaScript, and Python, integrating APIs and webhooks. This automation resulted in a 15% reduction in client onboarding time.

Spectrum Brands, Inc • Lake Forest, CA   12/2018 - 01/2024
Customer Service Specialist
- Provided technical support to customers, diagnosing and resolving product issues with a focus on efficiency and customer satisfaction.
- Streamlined data management within Salesforce, improving data accuracy and accessibility for the team. This included meticulously documenting technical issues and resolutions, contributing to a more comprehensive knowledge base.
- Identified recurring technical problems through data analysis, contributing insights that helped improve product quality and reduce customer support requests

PROJECTS
Home Server (Self-Hosted – Ubuntu & Raspberry Pi)
- Designed and deployed a secure, high-availability home server using Ubuntu Server and Raspberry Pi OS.
- Configured a gaming server, Plex media server, and SFTP storage with automated backups and remote access via Cloudflare Tunnels and WireGuard VPN.
- Hardened system with SSH key authentication, custom firewall rules, and DNS management through Cloudflare for improved performance and uptime.
- Gained hands-on experience in Linux system administration, networking, and self-hosted DevOps practices.

Arduino Projects (Ongoing)
- Exploring embedded systems and environmental monitoring using Arduino.
- Building and programming circuits to read temperature and humidity data from sensors, using C/C++ and the Arduino IDE.
- Learning circuit design, microcontroller programming, and serial communication to deepen low-level hardware/software integration skills.