HENRY **TAPIA**

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EXPERIENCE

WEB DEVELOPER & DESIGN INTERN
South By Southwest (SXSW) Nov 2023 - May 2024

- Applied design thinking principles to conceptualize, ideate, and prototype a new feature for SXSW's schedule website, enhancing user experience and contributing to the overall innovation of the platform.
- Conducted in-depth research and acquired proficiency in Ruby and Ruby on Rails frameworks, as well as SCSS and Sass for efficient styling, and Vite for modern frontend development.
- Initiated the exploration of business design principles, incorporating them into project considerations to align technical solutions with overarching business objectives.
- Taking pride in SXSW's mission of helping creative people achieve their goals.

SOUND TECHNICIAN
KTSW Radio Station Aug 2020 - May 2022

- Coordinated sound equipment setup for live events and recorded audio.
- Leveraged Adobe and Ableton software for audio editing and enhancement.

PROJECTS

ALVIN ORD'S REBRAND
Digital Media Capstone - Web Designer and Researcher

- Worked with a team to rebrand a local sandwich shop in San Marcos, my focus was to create the website utilizing modern design elements, HTML and CSS.
- Conducted targeted audience research and collaborated with management to align the website with their brand vision.

MUSIC PRODUCTION TOOLS & DATA
Coding & Data Skills Course - Web Developer & Designer

- Utilized HTML, CSS, and JavaScript to create a responsive and interactive UI
- Implemented a functional quiz feature to engage users and assess their knowledge.
- Integrated a calculator, enhancing the website's utility and user experience.
- Incorporated Google Developers Charts to visualize data, providing users with insightful graphical representations.

CONCERT FLIER & APP DESIGN
Media Design Course - Graphic Designer & UX/UI Designer

- Designed concert flyers using Adobe Photoshop and InDesign to promote local events, effectively capturing the essence of each event through visuals.
- Developed a mock app using Adobe XD, enabling users to easily purchase tickets for nearby shows, enhancing the local entertainment experience.

MUSIC PRODUCTION BEGINNERS GUIDE
Web Design Course - Web Developer and Content Creator

- Developed a Bootstrap-based website with HTML and CSS to demonstrate proficiency in website construction and responsive design.
- Conducted interviews with music producers to curate and populate the website with valuable content, offering insights into their music production journeys and expertise.

SKILLS

PROGRAMMING LANGUAGES
HTML, CSS, Javascript, SASS, SCSS, Ruby, Typescript

LIBRARIES AND FRAMEWORKS
Bootstrap, JQuery, Ruby on Rails, React, Next.js, Tailwind CSS

TOOLS/PLATFORMS AND OTHER
Github, Vite, Figma, JSON, WordPress, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, XD), Responsive Design, UX/UI Principles, SEO Optimization, Analytics and Data Analysis, Bilingual (English & Spanish)

EDUCATION
TEXAS STATE UNIVERSITY

- Bachelor of Science in Digital Media Innovations
- Frontend Web Development and Design Concentration
- Business Administration Minor
- Summa Cum Laude (3.96 GPA)

INTEREST
Contemporary arts/modern design, music production, sound design, trail hiking, live music and comedy, youtube tutorials, and podcasts.