

**Jamie Wayne Guijarro**  
**Senior Front-End Developer**

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**Education**

**Purdue University Northwest**

Bachelor of Science, Computer Graphics Technology.  
Dean's recommendation of honors

Hammond, IN  
August 2010 – May 2013

**Experience**

**Digital Target Agency**

**Lead Front-End Developer**

West Palm Beach, FL  
May 2021 – March 2024

- Directed a front-end development team of 8, achieving a 20% increase in productivity within 6 months.
- Introduced new tech stacks, resulting in a 15% reduction in development time and a 30% improvement in code efficiency.
- Engineered tools to create specific development environments, generating a 25% decrease in project delivery time.
- Partnered with cross-functional teams to ensure alignment between design and development goals, resulting in a 20% increase in overall project efficiency.

**Digital Target Marketing**

**Senior Front-End Developer**

West Palm Beach, FL  
September 2014 – May 2021

- Implemented feature extensions into CMS with custom backend/frontend work, resulting in a 25% increase in user engagement.
- Standardized front-end development processes, improving product quality by 30% and reducing error rates by 20%.
- Designed custom website systems for various markets, leading to a 40% increase in client satisfaction and a 50% improvement in delivery rate.
- Conducted regular usability tests and gathered feedback to inform iterative design improvements, resulting in a 15% increase in user satisfaction ratings.

**Leadership & Activities**

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**Full Stack Developer & Designer**

Valparaiso, IN  
March 2018 – Present

- Managed and optimized social media channels for a small-owned soap business, utilizing digital creatives to drive traffic to the business website and facilitate online product orders.
- Crafted and developed a website for a self-care shopping cart, implementing Etsy integration to enable seamless product browsing, cart functionality, and checkout process through the Etsy platform.

**NWI Leaders**

**Lead Web Designer & Developer**

Valparaiso, IN  
March 2013 – September 2015

- Created and led a website for United Way charity events, driving over 300 attendees with a conversion rate exceeding 7.5% from website visitors to event participants.
- Oversaw the development and maintenance of a mobile website for TEDx County Line Road, facilitating registration for a targeted event of 100 attendees while maintaining content showcasing speakers, sponsors, and committee updates.

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**INsight Design Conference**  
**Web Designer & Developer Advocate**

Valparaiso, IN  
May 2010 – September 2014

- Collaborated with web design/graphic design communities to build professional relationships.
- Attended workshops on graphic design & web design best practices and emerging technologies, reaching over 100 attendees and receiving an average satisfaction rating of 4.5 out of 5.

### **Hard Skills**

#### **Languages**

- HTML5, CSS3, Sass, JavaScript, TypeScript, C#, PHP, Shopify Liquid

#### **Libraries/Frameworks**

- Next JS, React, jQuery, Tailwind, Webpack, Bootstrap, Material UI, Vue JS, Webpack, Vite, .NET MVC, Node JS

#### **Tools/Tests/Apis**

- Git, Github, NPM, Shopify API, RESTful API, Selenium

#### **Understandings**

- Web Performance, Web Accessibility, Responsive Web Design, SOLID Principles, Agile Development, Web APIs

### **Soft Skills**

- Successfully coordinated with cross-functional teams to deliver projects on time and within budget, demonstrating effective communication and collaboration.
- Facilitated productive team meetings and brainstorming sessions, fostering an environment of open communication and idea sharing.
- Engaged in team-based troubleshooting sessions, identifying workflow inefficiencies and implementing innovative solutions that resulted in process improvements and cost savings.