

Jared Ricardo

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Skills

- **Languages :** JavaScript, HTML, CSS, Liquid, PHP, SQL
- **Libraries, frameworks:** React, React Native, Bootstrap, Express.js
- **Misc:** Shopify, Github, Git, Node.js, Google Optimize, A/B Testing, ES6, Responsive Web Design, Photoshop

Relevant Work Experience

iRecon Marketing, Full Stack Developer

New York, NY | Oct 2022 - Present

- Develop functionalities and applications across all e-commerce brands under iRecon
- Built and deployed mobile app using React Native to help drive customer growth and engagement
- Interact with complex APIs such as Klaviyo, ReCharge, and Shopify to process and store customer data in our own database in order to write programs for retention and acquisition strategies

Obvi, Web Developer

Kearny, NJ | Dec 2021 - Sept 2022

- Refactored entire platform - including all previously existing functionalities, styles, and features - from Shopify 1.0 to 2.0 platform, more than doubling site speed and generally improving UI/UX for the 2.8m yearly visitors
- Rewrote and custom built a previously paid for service for internal use, netting a minimum estimated \$120,000 in yearly profit while also eliminating the cost of working with said 3rd party service
- Directly worked with CEO, CMO, and 3rd party funnel analytics team, ranging from creation of landing pages, upsell / cross sell features, API integrations, A/B testing, and all manner of bug fixes and adjustments

Freelance Web Developer

New York, NY | Sept 2021 - Present

- Work with clients under tight deadlines to customize various aspects of their Shopify stores in order to increase conversion rates. Solutions include but are not limited to: custom AJAX implementations, Shopify API integrations, schema usage / creation, and general HTML/CSS/JS/Liquid feature implementations

A Fresh Sip, Front-End Developer Intern

New York, NY | Apr 2021 - Aug 2021

- Worked in startup environment to help build version one of A Fresh Sip's e-commerce platform
- Used technologies such as Shopify's Liquid templating language, HTML, CSS, and JavaScript to drive sales through the implementation of engaging UI/UX via a designer's Figma mockups
- Wrote custom filtration logic for collection pages with responsive web design in mind

Education

Ohio State University

B.A. English, Minor in General Business; GPA: 3.9

Columbus, OH | 2013 - 2017