

JOSEPH RIVERA

FRONTEND DEVELOPER - Sacramento, CA

Portfolio: www.codewithjoe.io

PROFILE

Passionate about building intuitive, high-performance web applications with modern frameworks. Skilled in responsive UI development, clean code, and optimizing user experiences. Strong technical foundation with an eye for design, blending engineering expertise with user-centric solutions.

EXPERIENCE

E-COMMERCE UX DEVELOPER - TEMP

Harbor Freight | March 2025 - Current

- Develop and maintain responsive, user-friendly landing and product pages that align with brand guidelines and enhance overall site usability.
- Partner with marketing and content teams to implement website updates and promotional content, ensuring a seamless and consistent user experience.
- Contribute to A/B testing and personalization efforts by supporting dynamic content campaigns aimed at improving engagement and conversion performance.

WEB DEVELOPER

COPA Innovation Laboratories | September 2019 - September 2024

- Designed and implemented personalized athlete scorecards using modern frontend technologies while integrating backend databases to enable dynamic visualization and data analysis.
- Managed the systematic upkeep, expansion, and development of custom web applications.
- Led the design and development of copastc.com, an innovative soccer training center website leveraging advancements in soccer technology.

WEB DEVELOPER

Yardi Systems | May 2017 - August 2019

- Developed user interfaces with HTML, CSS, jQuery, and JavaScript, integrating frontend code with backend systems.
- Translated informational and marketing content into functional website designs.
- Ensured design elements, templates, and solutions performed optimally across various browsers and devices within established constraints.

PROJECTS

DEVBOLT.IO - DEVELOPER LEARNING PLATFORM

- Assisted in the development of an interactive learning platform using React, TypeScript, and Material UI, enhancing user experience and interface design.
- Migrated backend from Strapi to a custom-built Node.js backend using Prisma for greater flexibility.
- Implemented unit and integration tests with Jest and React Testing Library to ensure reliability.

EDUCATION

BACHELOR'S DEGREE, MEDIA ARTS & TECHNOLOGY

University of California, Santa Barbara | 2013 - 2016

COMPUTER SCIENCE & DESIGN MAJOR

University of California, Davis | 2011 - 2013

PROFESSIONAL SKILLS

React.js
TypeScript
JavaScript
Node.js
Express.js
HTML
CSS
jQuery
Tailwind CSS
Chakra UI
Bootstrap
PostgreSQL
Redux
Zustand
React Query
Prisma
Docker
Jest / React Testing Library
Less
Flexbox
Wordpress
Adobe Commerce (Magento)
Adobe Creative Suite

PERSONAL SKILLS

Reliable and professional
Team player
Fast learner
Motivated

CONTACT

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