

# JOHN LUDENA

## Product Engineer

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### EXPERIENCE

#### UI Designer & Software Engineer

Eleox LLC 04/2023 - 07/2025 Houston, TX

- Led product design and front-end implementation for OxNom, Eleox's flagship natural gas nomination tool
- Built modular, reusable UI components aligned with a brand-wide design refresh
- Prototyped experimental features and workflows in Sketch to support future product initiatives and get buy-in from stakeholders
- Contributed to automated Cypress testing for robust end-to-end feature validation

#### Senior Front-end Developer

Adcetera Design Group 12/2018 - 04/2023 Houston, TX

- Engineered responsive and accessible websites for Fortune 500 companies, medium-sized businesses, and startups
- Implemented and customized CMS platforms (WordPress, Drupal) to enable non-technical clients to manage content efficiently
- Mentored junior devs and introduced a reusable component library to improve delivery speed
- Partnered with designers to scope projects accurately and ensure pixel-perfect builds

#### Web Developer

Cella Consulting 10/2016 - 12/2018 Houston, TX

- Supported Chevron's internal training portal through custom front-end development
- Migrated and re-branded intranet sites to align with Chevron's updated brand guidelines
- Streamlined communication between design and dev teams to speed up asset handoff

#### Front-end Development Consultant

AskDOSS 10/2016 - 08/2017 Houston, TX

- Translated product and design vision into functional front-end templates, partnering closely with designers to build interactive, production-ready UX components.
- Developed and iterated on voice-first user interfaces, helping shape how users searched and interacted with real estate data through conversational flows.
- Delivered modular, handoff-ready front-end assets for backend integration, enabling the engineering team to efficiently connect UI layers to core platform services.

#### Web Producer

Noventis, Inc. 08/2015 - 01/2016 Houston, TX

- Rebuilt corporate website to enable internal content management workflows
- Maintained AWS-hosted legacy product sites and implemented routine updates

#### Graphic & Web Designer

Innovative Turnaround Controls 02/2010 - 01/2013 Houston, TX

- Designed trade show graphics, print materials, and product branding for ITC
- Developed landing pages for company's flagship software tools
- Supported on-site deployment for ITC's software tools

### EDUCATION

#### Bachelor of Fine Arts

University of Houston

2005 - 2009 Houston, Texas

### SUMMARY

Product Engineer with 10+ years of experience shipping digital products for startups, agencies, and Fortune 500 companies.

I bridge design and engineering, bringing strong UX instincts and execution speed to turn complex ideas into clear, high-impact deliverables.

### TRAINING / COURSES

#### Front-end Engineering

The Iron Yard

### LANGUAGES

English

Native



Spanish

Native



### SKILLS

#### Programming Languages: JavaScript, PHP

#### Frontend Technologies: React, Typescript, Next.js, Redux, Tailwind CSS/SCSS, jQuery

#### Backend Technologies: Node.js, Express, Laravel, GraphQL, Websockets

#### Databases: PostgreSQL, MongoDB, MySQL, Firebase

#### Design Software: Figma, Sketch, Adobe XD, Photoshop, Illustrator

#### Cloud & DevOps: AWS, GCP, Vercel, Netlify, Docker, CI/CD

#### CMS Integration & Development: Drupal, WordPress, Shopify, WooCommerce, Bigcommerce

#### Testing & Other Tools: Cypress, Jest, Storybook, Webpack, Vite, Capacitor.js, Xcode