

# Juan David Serna

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🌐 <https://github.com/juanserna8>

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📍 Hobart, Tasmania, 7000

## Key skills

- HTML 5
- CSS3
- JavaScript
- React Js
- Node Js
- Tailwind CSS
- Redux Toolkit
- Github
- Npm
- Vite
- AWS Lambda
- AWS SES
- AWS Amplify
- Dynamo DB
- Maria DB

## Education

**Bachelor of Industrial Engineering** from Universidad El Bosque  
**Graduated 2017**

**Certificate in Project Management** from Greenwich Business College  
**Graduated 2021**

## Summary

Front-end developer with a formal degree in industrial engineering and a solid foundation in project management skills and software development practices.

Experience developing dynamic and responsive web applications using React JS, Redux, Tailwind CSS, GitHub, and npm, deploying them to the cloud, taking advantage of AWS services to make them scalable and secure applications.

I am passionate about learning and staying up-to-date with the latest technologies and industry trends, making me a valuable asset to any team.

## Projects

### A&A Cleaning and Mobile Laundry Services

(<https://www.anacleaningandlaundry.com/>)

- Web application built in Vite (a build tool that provides fast and efficient building and reloading of web applications), and React as JavaScript framework, which allows the conditional rendering of the Services area, encouraging users' interaction and engaging, and providing a more personalized and tailored interface.

Integration of React Toastify (a user-friendly library) that provides notifications to users in a clear and easy-to-understand format.

Usage of Lambda functions to send customized emails with the company's own mail template via Amazon SES (a highly scalable and cost-effective email service) to the business owner every time the company receives a quote request.

### Two Hands Services web application

(<https://www.2handsservices.com/>)

- Responsive, user-friendly and customized web application built with React JS and tailwind CSS, designed to allow clients to request free quotes through a form.

The information collected in the form is stored in a DynamoDB, which can be used for marketing and data analysis purposes, providing the opportunity to understand user behaviour and

## Referees

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### **Lorenzo Del Rosario**

Front end Developer.  
(+61) 402847770

### **Malika Phelines**

Client A&A Services  
(+61) 424869057

preferences, allowing the organization to better target their market efforts.

Hosted in AWS Amplify, a fully managed service that provides a simple way to develop and deploy web applications on the AWS cloud, allowing continuous deployment, automatic scaling, and easy integration with other AWS services

### **The Ever Cake online shop**

(<https://dev.db61t1u90mry8.amplifyapp.com/>)

- Fully responsive and customized e-commerce web application built with Tailwind CSS and React JS for user interfaces, and Redux Toolkit for the state management of the application, making easier the developing and maintenance of the website.

Stripe is used as the payment gateway, allowing customers to securely and easily make payments online, and providing the business owner a sales dashboard with relevant information.

The backend of the application is handled by Node JS, enabling it to interact with other services such as AWS Lambda, AWS SES, and DynamoDB.

AWS SES is used in this project to send email notifications to customers and business owners, providing important updates such as order confirmation, shipping details and tax invoices. DynamoDB is used to store customer data and order history, enabling the business to better understand customer behavior and preferences.

Website ready for production, waiting for customer's licenses.

## Career history

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### **Independent Front-end Developer**

#### **Hobart (June 2022 – Current)**

- Develop Full Stack web applications with ecommerce features and payment gateways without retaining customers' bank details.
- Writing clean, maintainable, and efficient code that meets industry standards and best practices.
- Collaborating with the project team to understand client requirements and to develop solutions that meet their needs.
- Testing, debugging, and troubleshooting web applications to ensure they function properly and meet quality standards.
- Communicating with clients to understand their needs and provide regular updates on project progress.
- Managing project timelines and ensuring deliverables are completed on time and within budget.

**Team Manager at Premier Five Star Carpet Care  
Hobart (March 2021 – Current)**

- Contract Manager in one of the most representative cleaning businesses in Tasmania. Responsible of cleaner teams, maintaining the contracts in a high standard and ensuring the stock and orders of chemicals, cleaning supplies and other enquiries.

**Business Development Manager at BP Studio Fitness  
Colombia (March 2019 – Oct 2019)**

**Achievements:**

- Building a brand recognition campaign that improved the company marketing processes by **20% achieving a stronger impact** within the fitness industry.
- Responsible for customer management of **+50 clients per month**, assessing client requests and finding suitable fitness plans for their requirements.

**Project Manager at Julian Serna & Asociados  
Colombia (Jan 2018 – July 2019)**

**Achievements**

- Build and apply a personnel evaluation system **for first time** in a public company, assessing more than **1.500 employees** by the usage of technological tools and statistical science.
- Economic reward for completing the project on time and within its budget.