

# Juan David Serna

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📍 Hobart, Tasmania, 7000

## Key skills

- HTML 5
- CSS3
- JavaScript / ES6
- React Js
- Node Js
- Tailwind CSS
- Redux Toolkit
- Github
- Npm
- Vite
- AWS Lambda
- AWS SES
- AWS Amplify
- Dynamo DB
- MySQL
- Google Analytics

## Education

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

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

## Summary

As an innovative front-end developer, I bring a unique blend of technical expertise and project management skills, backed by a formal degree in industrial engineering. My passion lies in creating dynamic and responsive web applications that leave a lasting impact on users.

With a solid grasp of cutting-edge technologies like **React JS**, **Redux**, and **Tailwind CSS**, I bring life to digital experiences that are not only visually stunning but also highly functional. I take pride in my ability to seamlessly deploy applications to the cloud, leveraging **AWS services** to ensure scalability and top-notch security.

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. Let's work together to push boundaries and create exceptional digital solutions that make a difference.

## Projects

### Web Portfolio (<https://www.juansernad.com/>)

- Showcase of professional projects built using Vite, React JS and Tailwind CSS. The site features visually appealing designs with interactive user experience created using animation libraries like Framer Motion and user interaction libraries such as React Toastify. The site also includes a contact page that utilizes a Lambda function to process form submissions and send emails through Amazon SES.

### Bennett Cleaning Services

(<https://www.bennettcleaningservices.com.au/>)

- This cutting-edge web project embodies one of Tasmania's leading cleaning companies. Developed using React and Tailwind CSS, the site blends innovation and functionality. Animated elements powered by Framer Motion and React-Tilt enhance user engagement, and React's features ensure smooth navigation with custom UI components. The site effectively communicates the company's industry leadership. Strategic keyword integration optimizes Google visibility, while a crafted image carousel captivates users with cleaning service visuals. The dynamic Blog section employs React-dom's routing for seamless exploration of

## Referees

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### Lorenzo Del Rosario

Front end Developer.  
(+61) 402847770

### Malika Phelines

Client A&A Services  
(+61) 424869057

diverse articles, fetching real-time database content for an engaging user experience.

### Afre Cleaning Services (<https://www.afrecleaning.com.au/>)

- This impressive web development project showcases a seamless user experience, powered by modern tech like TypeScript and Vite.js. With a meticulous design crafted in Figma, close collaboration between our talented designer and developer brought this vision to life, satisfying all client requirements.

The highlight is our dynamic blog section, effortlessly managed through Contentful CMS. Plus, we have gone the extra mile for search engine optimization, ensuring excellent visibility.

Our integration with Google Analytics provides valuable insights into user behavior, helping us refine the experience further. Not to forget our personalized email system, delivering top-notch customer communication.

### 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 Bennett Cleaning Services**

Hobart (March 2021 – Current)

- Contract Manager in one of the most reputable cleaning businesses in Tasmania. Currently, I am leading a dedicated team of cleaners and overseeing multiple contracts, maintaining exceptional standards of service. Additionally, I am building the company's online presence by spearheading the development of their website and implementing strategies to enhance their reputation in the digital sphere. My responsibilities also include managing stock inventory and handling all inquiries related to chemicals and cleaning supplies.

### **Project Coordinator at Julian Serna & Asociados**

Colombia (Jan 2018 – Oct 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.
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- Active part in the designing and training activities of the web application used as the project tool to execute the evaluations and provide relevant data to develop improvement plans and increase efficiency levels in the company.
- Economic reward for completing the project on time and within its budget.