Luis Guaiquirian

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Portfolio: www.luisgcode.com | Github: github.com/luisgcode

SUMMARY

Web Developer with 3 years of experience building responsive and engaging web applications using modern technologies like **React JS, Tailwind CSS**, and **WordPress**. Background experience as a Web Manager, overseeing end-to-end website operations, content strategy, and performance optimization. Skilled in creating user-focused designs, implementing SEO best practices, and integrating AI-driven solutions such as **chatbots and intelligent automations**.

EXPERIENCE

Web Developer | WordPress & Front-End Specialist | Dec 2024 – Present | Global.

- Designed and delivered custom websites and digital solutions across platforms, including full custom builds with **WordPress** using **Elementor (Free & Pro) and WPBakery**, as well as direct code implementations.
- Developed **responsive front-end interfaces** and configured **CMS environments** from scratch for clients requiring non-WordPress systems, optimizing usability, SEO structure, and performance.
- Built **global design systems** by customizing typography, color schemes, and layout constraints via Customizer tools or code, ensuring consistency.
- Managed diverse technical tasks beyond WordPress, such as editing **non-CMS Websites**, integrating C**RM tools, automating invoice systems**, and customizing multi-language frameworks (e.g., i18next).
- Completed 5+ WordPress projects, front-end fixes, **CMS configurations**, and **custom integrations** outside the WordPress ecosystem.

Web Developer | Western Fair District Market | Dec 2024 – Mar 2025 (3-month contract) | London, Ontario, Canada.

- Collaborated with an external digital agency to **diagnose and resolve website performance issues**.
- **Enhanced site speed and efficiency** by optimizing images, refining JavaScript code, and applying effective caching mechanisms.
- Identified and **resolved broken links, layout inconsistencies, and deprecated scripts**, contributing to improved UX and SEO compliance.
- Documented all technical updates, created reference guides for internal teams, and proposed **long-term improvements to site structure.**

Web Developer & Coordinator | Dorel Industries – Infanti.cl | Nov 2019 – Nov 2023 | Santiago de Chile, Chile.

- Managed, designed, and developed websites for www.Infanti.cl and Intex-chile.cl, directly **reducing user support tickets by 20%** through improved functionality.
- **Maintained two retail websites** using JavaScript, CSS, and Magento Page Builder, optimizing performance and cross-browser functionality.
- **Reduced ticket volume by 65%** by implementing code changes and improvements directly on the website.
- Developed customized components for high-traffic events, including countdowns, sliders, and galleries**, boosting user engagement by 40%**.
- Proposed and implemented scalable solutions for same-day delivery, **reducing order fulfilment times by 35%.**
- Utilized analytics tools (Google Analytics, Hotjar, Salesforce) to track user behaviour, refine UX/UI, and improve site performance.

EDUCATION

- ✓ Diploma in **Web Development and Internet Applications** | Fanshawe College | **President's Honour Roll final GPA: 4.02** | Apr 2025
- ✓ Associate's Degree in **Business Administration** | University Institute of Industrial Management | 2017

SKILLS

- Languages: JavaScript, HTML, CSS, Python, PHP (Basic), Sass.
- AI Integration & Chatbot Development: Botpress, conversational AI, Chatbot Deployment.
- Libraries & Frameworks: React JS, Tailwind CSS, Chart.js, Framer Motion, and i18next for translations.
- Tools & Platforms: Git, GitHub, VS Code, Firebase, Figma, Photoshop, Notion, Confluence, Jira, Slack, Trello, Microsoft Teams, phpMyAdmin, Hostinger.
- Analytics: Google Analytics 4, Power BI, Hotjar, Salesforce, Qlik View.
- CMS: WordPress, Magento, and Prestashop.

SELECTED PROJECTS

- ✓ Portfolio Chatbot: AI-powered chatbot built with Botpress to assist visitors with navigation, project inquiries, and general FAQs. Integrated into the portfolio for an interactive user experience.
- ✓ thevocaldirection.com: Freelance Job completed with WordPress, Elementor, Custom CSS, Contact Form 7, WCAG, Yoast SEO.
- ✓ Portfolio (v2): Personal website built with React JS, Tailwind CSS, Framer-Motion, and i18next. Bilingual support.
- ✓ Infanti.cl: Longest experience managing, developing components, and creating solutions according to needs.