

# Luis Guaquirian

Email: [luisgcode@gmail.com](mailto:luisgcode@gmail.com) | Mobile: +1 437 669 4992 | London, Ontario.

Portfolio: [www.luisgcode.com](http://www.luisgcode.com) | Github: [github.com/luisgcode](https://github.com/luisgcode)

## SUMMARY

**Front-End Developer** with 3+ years of experience building fast, scalable interfaces using **React**, **Tailwind**, and modern **JavaScript** tools. I design front-end architectures focused on performance, UX, and accessibility, and as a **freelancer**, I also deliver custom **WordPress** solutions and integrate **AI features like chatbots** and smart automations. Skilled in agile workflows and tools like Firebase, Figma, and GitHub.

## EXPERIENCE

**Web Developer** | [WordPress & Front-End Specialist](#) | Dec 2024 – Present | Global.

- Designed, migrated, 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 **CRM 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**.

**Front-End 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.