LUIS ROCHA:
DESIGN-ORIENTED WEB DEVELOPER.

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SUMMARY

Frontend web developer with a passion for design. Skilled in HTML, CSS, Javascript, and Angular. Proficient with the Adobe Creative Suite. Obsessed with producing intuitive and aesthetically pleasing user experiences.
Clean, responsive, user-centered design above all else. I am always learning.

SKILLS

Front-end development (HTML, CSS, JavaScript)
Front-end frameworks & libraries (Angular, Bootstrap, jQuery, SASS, WordPress)
Back-end development (Node.JS, Express)
Tools (Git, GitHub, Bitbucket, NPM)
Adobe Creative Suite (Photoshop, Lightroom, InDesign, Illustrator)

EXPERIENCE

FRONT-END DEVELOPER - Interact Intranet
June 2016 - October 2016
• Used WordPress to code and update all public facing web pages, landing pages, and marketing pages while increasing conversions
• Implemented and measured A/B tests to improve UX, UI, and lead generation
• Improved site's loading speed by optimizing images, minifying code, and following best practices
• Achieved top 10 SEO keyword ranking on Google

SOCIAL MEDIA MANAGER - San Franpsycho Clothing
December 2014 - September 2015
• Increased follower count by 40% and customer engagement by 60%
• Developed social media strategy to stimulate brand growth and increase sales
• Demonstrated ability to map out marketing strategy and then drive that strategy proven by testing and metrics

STAFF PHOTOGRAPHER - San Franpsycho Clothing
August 2013 - September 2015
• Established brand's visual aesthetic and identity
• Worked closely with executive team and designers to conceptualize photoshoots

FOUNDER, PHOTOGRAPHER - Luis Rocha Photography
January 2011 - June 2016
• Generated clients and secured contracts with major brands and music festivals including Outside Lands, Coachella, Levi's, and more
• Created batch-editing scripts to quickly edit large volumes of photos

0EDUCATION

GALVANIZE - 24-Week Web Development Program
October 2015 - March 2016

SAN FRANCISCO STATE UNIVERSITY - Business Marketing
August 2011 - June 2015