

María Tavera

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PROFESSIONAL SUMMARY

Front-End Developer with UI/UX Design knowledge. 12+ years of experience creating high-impact digital products. Specialized in turning complex ideas into fast, intuitive, and visually polished interfaces using React, HTML, CSS, and modern design tools. Strong track record building scalable design systems, improving conversion through user-centered design, and partnering effectively with cross-functional global teams.

TECHNICAL SKILLS

- React, React Native, HTML, SASS, JavaScript, Git, Responsive Design, Performance Optimization, Component Libraries, Unit testing.
- Figma, Adobe XD, Design Systems, Prototyping, Wireframing, UX Research, UI Guidelines, Adobe Suite, Atomic Design.
- WordPress, Shopify, E-commerce, E-mail marketing, SEO, A/B Testing.

WORK EXPERIENCE

UI/UX Developer & Design Lead (October 2022 – September 2025) | TIENDAPP SAS

- Directed the UI/UX strategy, conducting exhaustive research and analysis to inform design decisions, increasing customer satisfaction levels.
- Drastically optimized web load times and improved App performance with React Native and reusable components, elevating code maintainability.
- Established and assisted in creating corporate UX/UI guides, fostering cohesion and a high standard of experience across products.
- Facilitated alignment between business goals and engineering objectives, technically leading all phases of the product life cycle.

Web Developer & Designer - Leader (March 2020 – February 2022) | Alpina - JULIUS CONNECTED 2 GROW

- Coded and managed sites using HTML, CSS, JavaScript, and jQuery, providing front-end support with visually appealing designs.
- Enhanced the user experience by implementing responsive web design and optimizing site performance, complying with SEO best practices.
- Led portal management (Webmaster) and developed custom web applications, resolving technical issues promptly to minimize interruptions.
- Ensured the visual and technical alignment of platforms with brand standards, providing design and front-end development support.

Web Developer & Designer (April 2019 – October 2019) | SPROUTLOUD

- Reduced load times and improved site speed through asset optimization (images, scripts), raising technical quality.
- Migrated websites to new platforms, collaborating with cross-functional teams to deliver high-quality products on time.
- Developed an exhaustive testing strategy to identify and fix usability issues, ensuring a seamless UX.
- Collaborated with multidisciplinary teams to successfully deliver high-quality web products, meeting defined timelines and budgets.

Content Manager Coordinator (September 2018 – April 2019) | SAMSUNG

- Increased sales by creating interactive content and UI/UX optimization on the product page.
- Led processes and projects, managing content calendars and collaborating with Design/Development to ensure on-brand content.
- Monitored web analytics and metrics to track content performance and identify key areas for improvement.
- Approved, reviewed, and edited key content before publication and contributed to brainstorming sessions that generated innovative campaigns.

Interactive Designer (February 2015 – September 2018) | ITA LATAM, EL COLOMBIANO and GRUPO ÉXITO

- Specialized in WordPress, with expertise in web design, programming, and webmastering.
- Created strategies for social media and audiovisual production, complementing technical skills with marketing and interactive design.
- Designed and programmed digital content, complementing web design with audiovisual production and social media strategy creation.

Developer and Graphic Designer (September 2013 – September 2014) | MIGUELO ROMANO (GITP) and LINKAPEDIA

- Participated in the UX - UI Design area, laying the groundwork for a user-centric vision.
- Contributed to audiovisual production and community management areas, complementing design skills.
- Developed customer service and community management skills, combining technical proficiency with a user focus.

Graphic Designer (August 2013 – March 2014) | GEA COLOMBIA and CORDESARROLLO

- Experienced in designing educational books and advertising material.
- Created digital content for social media, strengthening communication and brand presence.
- Created advertising material and designed educational books, ensuring visual coherence in high-value communication.

E-PUB Developer (December 2012 – April 2013) | YUXI GLOBAL

- Programmed E-books (E-pub) oriented towards mobile devices, demonstrating skill in adapting digital content.
- Mastered programming tools to achieve a successful final product delivery in the digital environment.
- Demonstrated competency in the precise programming of E-books for smooth distribution across various mobile devices.

EDUCATION

- Digital Marketing – EAFIT University / **Diploma** (2022)
- Advertising – Universidad Católica Luis Amigó / **Bachelor** (2021)
- Multimedia Production – SENA / **Bachelor** (2014)
- **English:** Upper-Intermediate (B2)