OSCAR SOTO GONZÁLEZ

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Emerging Software Developer | Programmer | Website Designer

EXECUTIVE SUMMARY

An emerging Software Engineering professional and highly experienced Web Developer with growing abilities around guiding the SDLC through deploying developing project management, testing, and coding Capabilities, complemented by a soon to be completed University of British Columbia certification in Software Development. Heightened communication skills underline an ability to effect stakeholder relationship management while guiding team workflows. Elevated technical skills deploying industry standard technologies and focused on product success, the overall UX, and software responsiveness.

VALUE ADDED SKILL SETS

Software Engineering | Project Management | Requirements Gathering | Programming | Coding | User Experience | Report Preparation | Troubleshooting | Testing | SDLC | Iterative Digital Touchpoint Development | Team Collaboration | Customer Service | Web Design | Typography | Website Design | SEO | Data Analytics | Graphic Design

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EDUCATION & CERTIFICATIONS

Software Development Bootcamp (in progress)
The University of British Columbia | Vancouver, BC
Core Program Content: Modern JavaScript | Agile Development | Scrum | SEO | Typography for Web Design | UI / UX Design

Diploma in Web and Graphic Design (2013)
UNIVA University | Guadalajara, Mexico

Diploma in Programming (2009)
UNIVA University | Guadalajara, Mexico

RECENT EXPERIENCE

WEB ARTIST
Courtenay, BC | Owner / Web Developer | 2018 – Present
A self-directed web development and graphics design company working with a broad network of SMB clients across North and South America, where I successfully:

- Elicit client requirements to structure web solutions supporting revenue growth and brand awareness.
- Work with clients to build User Stories and ideal customer avatars to guide the design process.
- Engineer end-to-end SEO strategies, increasing organic reach and search rankings.
- Develop UX strategies by researching and identifying problems through stakeholder interviews.
- Establish clients' branding direction and tone for social media, website and print initiatives.
- Deploy extensive data analytics to track and fine-tune campaigns and site design.
- Perform testing to support functionality and usability and resolve identified bugs.
- Curate and analyze data analytics to uncover actionable customer and visitor insights, informing data-driven marketing decisions.
- Iterate site designs for client approval, overseeing changes and updates when required.
- Ensure robust compliance to regulatory and data protection guidelines.
- Optimize websites for rapid content delivery and assess site performance and conversion rates.

REFACCIONARIA ARBOLEDAS
Tlaquepaque, Mexico | Graphic Designer | 2015 – 2017

One of Mexico's premier distributors of domestic and imported automotive parts, representing global brands including Champion, Autopar Drive Train, Continental and Lodi where I seamlessly:

- Led internal team interviews to determine requirements and understand project goals.
- Partnered with 3rd party creatives, illustrators, writers and designers to create digital and print demand generation-focused campaigns.
- Managed project typography and illustration development, creating brand building and market expansion-focused visual imagery and logos.
- Refined RA's core key brand messaging, translating KPIs into engaging visual content and collateral.
- Developed artwork for the marketing team's review and prepared layouts for print and digital publication.

Previous Professional Experience
Travel Tech | Graphic Designer | 2013 – 2015

TECHNICAL SKILLSETS & LANGUAGES

- MS Office Suite | WordPress | Google Ads | Google Analytics | HTML 5 | CSS | JavaScript | Adobe Photoshop | Adobe Illustrator | Tailwind | eCommerce Platforms | MongoDB | PHP |
- Fluently bilingual in English and Spanish

Formal References Will Be Provided Upon Request