

Pablo Santalla

I use the **web** it as a station to showcase ideas, experiment, and learn. I'm passionate about new technologies, organization and best practices, as well as the synergy among them to create sustainable and scalable digital products.

Relevant experience

- **Web developer and designer**** at IDG Advertising Apr 2023 — Present
- Design and develop websites with more than 200 pages, improve information organization, and create visually appealing designs that effectively convey information and drive conversions.
 - Develop custom PHP modules and WordPress themes, with a focus on scalability and seamless integration of dynamic content through ACF.
 - Establish and maintain a global, class-based design system, contributing to workflow enhancements that significantly improve project delivery times.
 - Drive the development of a comprehensive web component library for over 20 clients, with the goal of facilitating quick updates to their existing websites.
 - Train team members in design tools and best web UI practices using Figma.

- **Web consultant**** at pablosantalla.com Oct 2022 — Present
- **Web developer and designer**** Nov 2020 — Oct 2022
- Support more than 12 businesses—startups and freelancers—to find the best way to showcase their work through a professional website.
 - Integrate medical clinics with online services, ranging from re-branding efforts to coordinate online scheduling, payment systems, and establish seamless synchronization between their websites and a highly esteemed European platform, Top Doctors.
 - Create visually appealing and functional websites with Webflow, and use Google Analytics for performance optimization and sustained growth.

- **Web developer**** at Simple.biz Dec 2022 — Apr 2023
- Developed websites using the Duda builder and custom code to overcome any limitations the builder may have.
 - Collaborated with design and client acquisition teams, emphasizing impactful tasks completed within a 6-hour timeframe on clients' sites.

- **Web developer**** at Reconecta Telecom Mar 2021 — May 2022
- Creative Technologist Sep 2020 — Mar 2021
- Automated the sign-up and validation process for resellers.
 - Connected the intranet of telecom services to create a client portal, ensuring privacy standards for viewing and downloading personal information such as invoices and line usage details.
 - Launched an affiliate program to distribute and resell mobile and Internet plans.
 - Developed and incorporated a system into PrestaShop to show different prices and taxes on products based on client information (final customer or company).

- **Web Content Manager**** at Cras Forum Jan 2020 — Mar 2021
- Adapted traditional point-of-sale systems to e-commerce and synchronized store stock with websites and Amazon Marketplace.
 - Trained 11 store employees in the management of online orders.
 - Communicated with suppliers and vendors in the process chain responsible for automatically uploading products to the e-commerce platform using Make, PrestaShop, and G Suite.

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[GitHub profile] (www.github.com/psantalla)
[Portfolio website] (www.pablosantalla.com)

Skills

- ## Programming languages**
- Proficient in markup languages (HTML, CSS), including major frameworks (Bootstrap, Tailwind), PHP, JavaScript, and jQuery.
- ## Tools and platforms**
- Skillfully use Figma, Adobe Suite, WordPress, cPanel, Webflow, and Visual Studio Code on a daily basis.

Selected projects

- ## Project management tool**
- As a Notion Template Creator, I published [The System] (www.notion.so/templates/the-system), a versatile organizational system for tracking tasks, projects, and goals across different professional fields. This system enhances collaboration, simplifies task assignment, and measures productivity within teams.
- ## CSS custom framework**
- Developed [Catalyst] (www.github.com/psantalla/catalyst), a custom and segmented system of variables and classes tailored to fulfill the agency's development needs. This system integrates fundamental design principles, including a 12-column grid layout, an 8pt vertical spacing system, and a ****fluid typographic**** scale system, among other key features.

- ## CalPadel.com**
- Created an online sports equipment store primarily serving California, with a strong emphasis on automating order creation and item updates.

Education

- ## Flux Academy**
- Core Design Skills, Brand Design Mastery, and Web Design.
- ## University of Pennsylvania via edX**
- Programming for the Web with JavaScript.
- ## University of Granada**
- Master's degree in Genetics, specializing in the development of predictive models through sequence analysis.

- ## Interests**
- Skiing, playing team sports, spending time at the beach, and writing.