EDUCATION

University of Granada | Sep 2010 - Dec 2016

Degree in Biology; with a focus on biotechnology and experience in programming using MATLAB.

Master's degree in Genetics; with a primary emphasis on analyzing data and predictions.

CORE COMPETENCIES

Software troubleshooting

Hosting and domain migration, Windows Server, GNU/Linux, FTP. Proficient in cPanel management and secure sensitive information management.

Design and development

Figma, Adobe Suite, WordPress, Webflow, Visual Studio Code. Completed over 120 end-to-end projects from interface design to development.

Digital marketing

Social Ads, G. Analytics, GTM, Mailerlite, Mailchimp, Klaviyo. Knowledge and study of third-party service limitations and their ability to integrate with custom development.

Programming languages and No-code accesories

Markup languages (HTML, CSS), including major frameworks (Bootstrap, Tailwind), and JavaScript. Created and implemented a custom class system for my team's workflow. Automations tools (Make, Zapier).

RELEVANT TRAINNING

EDX / University of Pennsylvania

Programming for the Web with JavaScript (32h).

FreeCodeCamp

Responsive Web Design Certification (300h).

Flux Academy

Web Design: Becoming a Professional.

Design Full-time

Stand Out as a Web Designer.

CAREER-INFLUENCING PROJECTS

Developed adaptability to new frameworks and software tools

Analyzed the flow of information between departments to create the intranet based on Filemaker 16. This repository registers and tracks every process of the company.

Created a project management tool

I use Notion (notion.so) to create a multidisciplinary organization system that keeps track of tasks, projects, and goals. This system is applicable in different professional careers and can be helpful to share with team members, assign tasks to others and measure productivity.

Enhanced my ability to empathize with client requirements

I collaborated with Geydes to successfully deliver a complex website, actively engaging with both the client and employees to understand their objectives and gather insights. I consolidated my communication skills and gained valuable insights that positively impacted further projects.

Shared with the community

I actively engage with the web design community, which has helped me to improve my process documentation skills.

PABLO SANTALLA
WEB DEVELOPER

(202)-843-7740
pablo@pablosantalla.com

in linkedin.com/in/psantalla

WEB DESIGNER AND FRONT-END DEVELOPER

IDG Advertising | Apr 2023 - Present

- Designing and developing websites with over 200 pages, improving information organization and creating visually appealing designs that effectively convey information and conversion.
- Createing a global, class-based design system and contributing to workflow enhancements that improve project delivery times. Conducting weekly assessments to ensure continuous improvement of the system.
- Developing a comprehensive web component library for over 20 clients, aiming to facilitate quick updates to their existing websites.
- Creating dynamic pages using Advanced Custom Fields (ACF), allowing the SEO department to conveniently update the content as needed.
- Training team members in design tools and best practices using Figma and Webflow.

Simple.biz | Dec 2022 - Apr 2023

- Develop websites under Duda builder using custom code to overcome any limitations the builder may have.
- Work closely with the design and client acquisition teams to ensure that we take on website projects that can be completed within 6 hours.

WEB CONSULTANT, DESIGNER, AND DEVELOPER

Freelance | Nov 2020 - Present

- Supporting more than 12 businesses—startups and freelancers—to find the best way to show their work through a professional website.
- Integrating medical clinics with online services, ranging from rebranding efforts to coordinating online scheduling, payment systems, and establishing seamless synchronization between their websites and a highly esteemed European platform, Top Doctors.
- Creating visually appealing and functional websites with Webflow, and using Google Analytics for performance optimization and sustained growth.

WEB CONTENT STRATEGIST AND DEVELOPER

Reconecta Telecom | Sep 2020 - May 2022

- Automatized 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 to PrestaShop to show different prices and taxes on products based on the client information (final customer or company).

WEB CONTENT MANAGER

Cras Forum | Jan 2020 - Mar 2022

- Adapted traditional point of sales to e-commerce and synchronized the stock of the stores with the websites and Amazon Marketplace.
- Trained 11 store employees on the management of online orders.
- Communicated suppliers and vendors in the process chain that automatically upload products to the e-commerce using Make, Prestashop, and G Suite.

QUALITY MANAGER

Soluciones Rockwell, S. L. | Feb 2018 - Nov 2019

- Analyzed and created technical documentation of over 5000 articles made of more than 600 plastic material combinations.
- Optimized data entry processes to allow the traceability of raw materials through factory operations and administrative work.
- Maintained the Quality Management System ISO 9001:2015 and participated in the implementation of the certification ISO 22000.

Spanish resume

Personal website

The System Ⓝ