

# Pablo Santalla

Experienced front-end developer building scalable, accessible, large-scale digital solutions.

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## Relevant Experience

### Front-End Lead Developer – Zero Eight (Oct 2024 – Present)

#### Contract

- Lead front-end development and technical strategy, collaborating with the backend team to ensure scalable architectures.
- Solve scalability and performance challenges using object-oriented programming principles.
- Implement complex features and interactions, maintaining consistency between designs and functionality, from Figma to web.
- Build reusable, scalable components and maintain clean, efficient codebases for enterprise-level production tools.
- Mentor junior developers to adopt best practices and optimize workflows.
- Collaborate with stakeholders to align technical solutions with business objectives.

### Front-End Developer – IDG Advertising (Apr 2023 - Present)

- Refined development workflows and technical processes, ensuring quality across projects with a focus on responsive UI/UX development.
- Developed custom PHP modules and WordPress themes, focusing on seamless integrations and effective information architecture.
- Led post-delivery client training, empowering users to independently manage content and optimize workflows using ACF blocks.

### Web Consultant – pablosantalla.com (Nov 2020 - Oct 2024)

- Led digital marketing initiatives, directly contributing to raising over €475,000 in investment during a targeted 3-week campaign.
- Increased ROI by 600% through an automated booking system, eliminating scheduling gaps and pioneering telemedicine services.
- Spearheaded GDPR compliance processes, ensuring data protection and security for sensitive customer data.

### Web Developer – Simple.biz (Dec 2022 - Apr 2023)

- Optimized website development workflows by introducing dynamic, database-linked templates, reducing build time by 80%.
- Implemented API integrations to sync CMS with third-party databases, enabling real-time data exchange.
- Optimized workflows for SEO teams by streamlining content management systems.

### Webmaster – Reconecta Telecom (Sep 2020 - May 2022)

- Designed and developed a custom client portal, integrating telecom services with secure user access for sensitive data.
- Developed a flexible pricing system within PrestaShop, enhancing user experience by adapting pricing models to different customer segments.

### CMS Administrator – Cras Forum (Jan 2020 – Mar 2021)

- Transformed point-of-sale systems into a cohesive e-commerce platform, driving seamless stock synchronization across multiple channels.
- Automated product uploads through integrations with Make, PrestaShop, and Google Suite, enhancing operational efficiency.

## Skills

### Programming Languages

HTML, CSS, Sass, PHP, JavaScript, TypeScript.

### Libraries & Frameworks

React, Next.js, Tailwind CSS, Bootstrap, Styled Components, ACSS.

### Tools & Platforms

Git, Vercel, WordPress, Algolia, Figma, Webflow, ACF, GNU/Linux (servers, CLI, VPS).

## Selected Projects

### The System

Created *The System*, an organizational tool for tracking tasks, projects, and goals, tested and included in Notion's official repository.

### Catalyst CSS

Developed *Catalyst*, a custom CSS framework integrating design principles for scalable agency development.

### Docupatient™

Designed and built a platform for managing sensitive patient data, ensuring compliance with European data protection laws through permission controls and file allocation.

### Web Practices

Created a Chromium extension to visualize page progress, improving SEO and web accessibility by implementing actionable insights for optimization.

## Education

### University of Granada (Spain)

Bachelor's in Biology and Master's in Genetics specializing in predictive modeling through sequence analysis

### Courses & Certifications

Programming for the Web with JavaScript (University of Pennsylvania via edX), Responsive Web Design Certification (freeCodeCamp), Core Design Skills, Brand Design Mastery (Flux Academy), Standout Web Designer (Design Full Time by Dann Petty).