EDUCATION

UNIVERSITY OF GRANADA (SPAIN)

Degree in Biology | 2010 - 2014 Master in Genetics | 2014 - 2016

SKILLS

MAINTENANCE AND SUPPORT

Hosting and domain migration, Windows Server, GNU/Linux, FTP

DESIGN AND DEVELOPMENT

A. Photoshop, A. Illustrator, A. XD, Visual Studio Code, Figma, Webflow

DIGITAL MARKETING

Social Ads, G. Analytics, GTM, Mailerlite, Mailchimp, Klaviyo

PROGRAMMING & NO-CODE

HTML, CSS, JavaScript, Make, Zapier

RELEVANT TRAINING

EDX / UNIVERSITY OF PENNSYLVANIA

Programming for the Web with JavaScript (32h)

FREECODECAMP

Responsive Web Design Certification (300h)

FLUX ACADEMY

Web Design: Becoming a Professional

PROJECTS

WEB STRATEGY AND COMMUNICATION

Understanding the client's perspetive

Collaborated with Geydes to create a website for a consolidated company, understood the client's objections, and communicated with employees to involve them in the process to get more information about the business.

Corporate database

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.

MANAGEMENT & SUPPORT

Organisation system

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.

Documentation and community

I share my learning process, ideas, and templates with the web design community. I also participate with other designers and marketers to create and provide interdisciplinary guides.

PABLO SANTALLA

WEB DEVELOPER

/pablosantalla

WEB DEVELOPER

pablosantalla.com

Simple.biz | Dec 2022 - Present

 Develop websites under Duda builder using custom code to overcome any limitations the builder may have

(202)-843-7740

pablo@pablosantalla.com

• 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 DESIGNER AND FRONT-END DEVELOPER

Freelance | Nov 2020 - Present

- Support more than 12 businesses—startups and freelancers—to find the best way to show their work through a professional website
- Design and developed websites from a brand image and measured their performance using Google Analytics to ensure their growth
- Digitalize traditional business and train the personnel on the control of automated processes such as management of store inventory and invoicing clients
- Started to use Webflow and Make to develop personal projects and master no-code tools

WEB DESIGNER & WEBMASTER

Reconecta Telecom | Sep 2020 - May 2022

- Designed and developed e-commerce platforms for B2B model businesses
- Automatized the sign-up and validation process for resellers
- Built dynamic and conditional forms that collect data and present easy-reading information in a custom database for the company
- 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)
- Provided remote technical assistance for clients and maintained their e-commerces and websites updated and fully operational
- Designed banners for websites and social ads campaigns

COMPUTER TECHNICIAN

Cras Forum | Jan 2020 - Mar 2022

- Set up the equipment and network printers for stores
- 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
- Outlined the protocol of good receipt and entry data to guarantee the traceability of products and proper operation of the logistics system
- Communicated suppliers and vendors in the process chain that automatically upload products to the e-commerce using Make, Prestashop, and G Suite
- Edited product images using Adobe Photoshop and set the standard for how products were presented along e-commerces and different marketplaces

QUALITY MANAGER

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

- Provided client support for incident and claims that occurred during the production process or in merchandise shipping
- 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 N

