

# Reuel Palanca

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## EXPERIENCE

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### Frontend Developer

April 2022 – Present

*Brooks Bell*

*Remote*

- Developed and launched over 25 A/B tests using JavaScript, SCSS, React and expert DOM manipulation on web applications for multiple clients with Adobe Experience Manager.
- Collaborated and communicated with cross-functional teams using Figma and Adobe XD to design, architect prototypes and assist development for future projects.
- Programmed complex features, scalable components and full page redesigns that resulted in an increase of 125% in leads, user engagement and personalization.
- Consulted and provided cost-effective solutions to stakeholders that improved strategy for A/B tests which led to over \$50,000 dollars in additional revenue.
- Spearheaded the development team for multiple clients, overseeing the developmental phase of a project from start to finish, providing support and communicating with people in different roles.
- Reduced project times by 30% by communicating realistic timelines and streamlining communication, resulting in an average project completion time of 3 weeks, increasing velocity for the client.
- Played a key role in the successful transitioning of accounts by onboarding and training three developers onto the tech stack and process, ensuring a smooth integration into the team.

### Frontend Software Engineer

June 2021 - April 2022

*Freelance*

*Online*

- Engineered scalable, responsive, multi-platform websites using HTML/CSS, Javascript ES6, ReactJS, and more.
- Connected to backend API's through Axios CRUD HTTP requests and manipulated data to the Frontend.
- Created & revamped front-end user experiences to fit modern design conventions with SEO Optimization, web page responsiveness and accessibility.

## PROJECTS

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### Free Realms Sunrise | *Svelte, TypeScript, NestJS, SCSS, Git, Figma*

October 2022 – Present

- Orchestrated a team of programmers to develop a new website application for a community-made game revival project that serves over 30,000 users.
- Developed a multi-page website application with NestJS and TypeScript as the backend, with Svelte serving as the Frontend.
- Coordinated with designers and cultivated responsive and multi-platform support from scratch using Figma and SCSS.

### MovieToons | *ReactJS, Axios, API, SCSS, Git*

December 2021

- Designed and developed a 'Movie Search' project using the TMDB API using ReactJS and Axios, which populates the page with dynamic results spanning over 100,000 movies and their respective information.
- Installed responsive and multi-platform support to enable the website to be viewed on any platform, as well as enhanced user experience with lazy loading and horizontal navigation.

## EDUCATION

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### CS50 Introduction to Computer Science

2021

*Harvard University*

*Online*

### Certificates of Git, Python and Interacting with the Operating System

2021

*Coursera*

*Online*

### Associate of Science - AS, Computer Science

2017 - 2019

*Dutchess Community College*

*Poughkeepsie, NY*

## TECHNICAL SKILLS

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**Languages:** TypeScript, JavaScript, HTML/CSS, jQuery, Python

**Frameworks/Libraries:** Svelte, React, Node.js, SCSS, NextJS, Express.js, REST APIs, Wordpress, Firebase

**Developer Tools:** Git, Docker, NPM/Yarn, VS Code, Figma, Adobe XD

**Miscellaneous:** A/B Testing, Adobe Target, Adobe Experience Manager, Project Management, QA