

Front-End Web Developer  
Estado de México, México  
✉ newmearound@outlook.com

Rodrigo Arellano  
🌐 <https://portfolio-front-end-rodrigo.vercel.app/>  
🌐 <https://www.linkedin.com/in/rodrigo-arellano-ganem/>

### Professional Summary

Dynamic Front-End Web Developer and SEO Analyst with extensive experience in building responsive, high-performance websites using modern technologies like Next.js, Tailwind CSS, and Supabase. Skilled in optimizing user experiences through UI/UX prototyping and SEO strategies, resulting in increased site visits and conversions. Proficient in creating reusable components, integrating APIs, and managing databases for scalable web applications. Additionally, experienced in 3D modeling using Blender, with a strong ability to create detailed character models. Passionate about staying up-to-date with the latest web development trends and delivering cutting-edge solutions.

### Skills

Front-End Development : HTML, JavaScript, React, Next.js, Tailwind CSS  
Database Integration : Supabase, API design, data management  
UI/UX Prototyping : Responsive design, performance optimization  
SEO Optimization : Search engine ranking improvement, linguistic analysis  
3D Modeling : Blender, asset creation  
Version Control : GitHub, collaborative workflows  
Languages : English (Upper Intermediate - B2)

### Work History

Front-End Web Developer  
Freelance | Remote  
August 2022 - Present

- Developed mobile-first responsive websites, increasing site visits and conversions by 20-35%.
- Designed and implemented reusable API functions using Supabase, enhancing data management within Next.js applications.
- Integrated dynamic content features for blogs and web applications, improving user engagement.
- Created user-friendly web forms with robust validation and error handling mechanisms.
- Ensured visually appealing designs aligned with brand standards while maintaining optimal performance.

3D Modeler  
Freelance | Remote  
February 2019 - June 2022

- Delivered high-quality 3D character models for small businesses using Blender, reducing project turnaround time by 15%.
- Designed detailed character models for indie game projects, enhancing visual storytelling and user immersion.

#### Linguistic and Search Engine Optimization Analyst

Appen | Remote

April 2014 - January 2019

- Evaluated and corrected Bing search query results, improving accuracy and relevance through linguistic and SEO criteria.
- Conducted on-site research to update Bing's business databases for location-based searches, ensuring accurate and current information.
- Reviewed and improved the work of 10+ peers across multiple projects, including browser result evaluation and linguistic analysis.

#### Education

##### Self-Taught Web Development Education

Remote Learning

January 2020 - Present

Completed: freeCodeCamp - Responsive Web Design Certification

Completed: Universidad de JavaScript - Udemy

Completed: Meta Front-End Developer Professional Certificate - Coursera

Completed: The Complete JavaScript Course 2024: From Zero to Expert - Udemy

Completed: The Ultimate React Course - Udemy

Completed: Next.js 15 & React Course - Udemy

In Progress: Next.js: Crea tu propia tienda en línea - Udemy

#### Additional Information

Portfolio : <https://portfolio-front-end-rodrigo.vercel.app/>

LinkedIn : <https://www.linkedin.com/in/rodrigo-arellano-ganem/>