

Roxy Rodriguez-Becker

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SOFTWARE ENGINEER | DEVELOPER ADVOCATE | EDUCATOR

CAREER SUMMARY

I am a Developer Advocate with a background in software engineering, education, and content creation. I collaborate with well-known brands and maintain an open-source medical advocacy tool that supports families globally. I believe in clear documentation, community engagement, and creating tools that solve real-world problems.

PUBLIC APPEARANCES

[Magnolia Conf Speaker](#) | [RenderATL Host/Emcee](#) | [Web Dev Challenge](#) | [Ardan Labs Podcast](#) | [THAT Conference Panelist](#)

SKILLS/TOOLS

JavaScript | React | Laravel | TailwindCSS | Git | GitHub | Figma | Photoshop | Canva | Loom | CapCut | Blogging | Discord | Slack | Windsurf | v0 | Google Analytics | Public Speaking | Community Engagement | Bilingual (Spanish)

PROFESSIONAL EXPERIENCE

SOFTWARE ENGINEER & DEVELOPER ADVOCATE | RodBeck Digital | Houston, Texas Jan 2023 – Present

- Collaborated with major platforms, such as CodeTV and Mux, hosted RenderATL 2025
- Created developer-focused tutorials using React and Tailwind CSS, demonstrating video API integration, and Google Analytics tracking for user insights
- Engaged with developer communities through discord, podcasts, conferences, and open source contributions
- Advocated for accessible and inclusive tools in niche communities using empathy and UX understanding
- Volunteered to update and improve the Houston Area Suicide Prevention Coalition website, creating a more user-friendly experience for the community

RECENT PROJECTS

[Tube Feed Tracker 2.0](#) || [Demo](#) || React | TypeScript | Tailwind CSS | OpenAI

- Identified real world pain points in the medical community through direct user experience
- Built production PWA serving families globally with complex medical calculations and data logging
- Integrated AI functionality using v0 and OpenAI API for enhanced user experience and formula calculations

[The Pragmatic Plumber](#) || [Demo](#) || React | Tailwind CSS | Java(Spring Boot) | PostgreSQL | AWS

- On a team of 8 developers, created a specialized contractor management system that implements automated workflows, including email notifications and Google Calendar integration
- Solved industry specific challenges around scheduling, inventory management, and client communication
- Deployed on cloud infrastructure using AWS services

DIGITAL CONTENT CREATOR | Houston, Texas Jan 2015 – Present

- Partnered with brands like Cuddy and Climb Hire to conceptualize, script, and produce content with campaigns pushing over 40,000 views
- Grew community to over 32,000 members through collaborations, trends, and studying the algorithm.
- Developed and managed a WordPress content platform, executing strategic brand partnerships while implementing SEO optimization and performance analytics to optimize user engagement and monetization opportunities

LIBRARY & INFORMATION SPECIALIST | Alief ISD | Houston, Texas Aug 2017 – Present

- Enhanced digital user experience through data-driven collection optimization increasing overall visits by 20%
- Created technical documentation using Loom for database navigation and online catalog systems
- Developed web content, including graphics, information architecture, and responsive layouts
- Managed digital infrastructure, including budget tracking, documentation systems, and website maintenance

SECONDARY MATH TEACHER & DEPARTMENT SPECIALIST | Alief ISD | Houston, Texas Aug 2006 – Dec 2014

- Deconstructed complex problems to suit individual learning styles.
- Collaborated with the math team and leadership teams weekly.
- Managed teachers, organized meetings, led professional development, and provided software training to staff.

EDUCATION

MASTER'S DEGREE | Library and Information Science | The University of North Texas

BACHELOR'S DEGREE | Psychology | The University of Texas at Austin