Steve De La Rosa - Frontend Dev

305-896-9622   stevedelarosa1036@gmail.com   Lakeland FL, 33810

Skills

HTML, CSS, TailwindCSS, JavaScript / JavaScript Libraries, React, NodeJS, Figma, Git, DOM Manipulation, Optimization (SEO), UX/UI Design

Languages

English, Spanish, French, Creole

Experience

FRONT END DEVELOPER - HEREDIA X ENTERPRISES - 2022 TO PRESENT

- Assisted in A/B testing of different UX components that resulted in a **30% increase** in customer conversion rates.

- Optimized images and code to increase time on Page by **40 seconds** on the website.

- Ensured projects complied with correct technology processes, industry best practices, and company standards.

- Conducted research and assisted with new business scoping efforts, resulting in the acquisition of **5 clients**.

- Partnered with 2 designers teams to take client wireframes form conception to implementation

UX/UI DESIGNER - FREELANCER - 2021 TO PRESENT

- Responsible for leading a project from research, prototyping, testing to deliverables

- Collaborated effectively with the marketing and dev teams to **achieve quarterly KPIs**

- Conducted evaluative testing with **10+ participants** using Figma and UserTesting.coms synthesized and designed against findings which **reduced bounce rate** for primary user flow **by 30%**

Education

Team Treehouse Coding – *Front End Developer,* January 2022 to December 2022
Google Certification – *UX/UI Designer*, April 2021 to December 2021
Miami Dade College – *Computer Networking*, January 2019 to January 2020