

Gustavo Avila

// FRONT-END DEVELOPER

+57 302 217 96 31

info.gustavoavila@gmail.com

Bogota

// EXPERIENCE

Front-end Developer / Avaya

Jun 2020 - At present, Bogota, CO

- I developed websites, html emails and landing pages. From concept to implementation.
- I standardized all components with a mobile first approach.
- I redesigned some landing pages to improve the UX and UI.
- I collaborated in the maintenance and development of a CMS for event management.
- Reduce the load time of the main website by 25% by optimizing images and css.

User Interface Designer / Masivian

Jan 2020 - May 2020, Bogota, CO

- I created a UI Kit design using the atomic design approach for one of the main products.
- Developed wireframes and high fidelity prototypes for an MVP project.
- I used Design thinking and Lean UX methodologies in all phases of the research and design process.
- I designed efficient and easy-to-follow user flows for a mass mailing web application.

Front-end Developer / Indexcol

Oct 2019 - Jan 2020, Bogota, CO

- I developed websites, html emails and landing pages.
- Improved the SEO of the Homecenter client's ecommerce, increasing the organic traffic of the website by 20%.
- I collaborated in improving the user experience on the company's website and its customers by optimizing navigation and user interface development.

// EDUCATION

Front-end Developer Professional Certificate

Meta / Coursera

Jun 2022 - Jan 2023, Online

Bachelor's Degree in Advertising

Alejandro de Humboldt University

Jan 2013 - May 2018, Caracas, VE

// TECHNOLOGIES

HTML 5

CSS 3

JavaScript

React.js

Git

Bootstrap

Sass

// TOOLS

Jira, VS Code, Adobe Suite Figma, Zeplin, Github, Bash, XCode, Android Studio

// LANGUAGES

Spanish (native)

English (intermediate)

// PORTFOLIO

portfolio-gustavo-alpha.vercel.app