




Gustavo Avila

FRONT-END DEVELOPER

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 portfolio-gustavo-alpha.vercel.app

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, C

- 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, C

- I developed websites, html emails and landing pages.
- I improved the SEO of the Homecenter client's ecommerce, increasing the website's organic traffic by 20% by implementing meta tags and the Open Graph protocol.
- I collaborated in improving the user experience of the company's website and its clients by optimizing the navigation and developing the user interface with Tailwind CSS.

EDUCATION



Front-end Developer Professional Certificate

Meta / Coursera

Jun 2022 - Jan 2023, Online



Programming with JavaScript

Telefonica Foundation

Sep 2021 - Oct 2021, Online



Interface Design Course

Platzi

Jan 2020 - Feb 2020, Online



Learn Git Course

LinkedIn Learning

Nov 2019 - Dec 2019, Online



Bachelor's Degree in Advertising

Alejandro Humboldt University

Jan 2013 - May 2018, Caracas, VE

TECHNOLOGIES

- HTML 5
- CSS 3
- JavaScript
- React.js
- Git
- Bootstrap
- Sass
- Next.js
- Astro
- Tailwind
- Jest
- Node.js
- React Native
- Vue.js

TOOLS

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