

Lynx

EXPERIENCE

Freelance Web Developer

03/2019 - 05/2020

- Took on diverse freelance projects. One client required a dynamic portfolio site but had a limited budget. Leveraging React, I created a modular site that allowed the client to easily update content without compromising on interactivity. The client reported a 30% uptick in inquiries through the site, validating the success of the project.
- Hard skills: React, Freelance Projects, Dynamic Web Development.

E-commerce Store Manager

06/2020 - 08/2021

- Managed an e-commerce store on Shopify. Dissatisfied with the available themes, I dabbled into custom theme development, which led me to experiment with React to craft interactive product display widgets. These custom widgets improved user engagement on product pages by 20%, leading to an increase in sales.
- Hard skills: React, Shopify Customization, E-commerce Widgets, Product Engagement.

Digital Marketing Specialist

09/2021 - 12/2022

- Held a role in a digital marketing firm, managing online ad campaigns. To enhance client reporting, I spearheaded the development of an internal dashboard using React to provide real-time ad performance metrics. This dashboard became a centerpiece in client meetings, boosting transparency and enhancing client trust.
- Hard skills: React, Dashboard Development, Data Visualization.

UX Designer

01/2023 - Present

- Currently working in a mobile app development agency focused on lifestyle apps. While primarily involved in designing intuitive user interfaces, I noticed the implementation often deviated from the designs. To bridge this gap, I undertook a side project to develop a set of reusable React components based on my designs. This initiative reduced the design-to-development inconsistencies by 40% and accelerated the app development process.
- Hard skills: React, UX Design, Component Development, Mobile App Design.

SOFT SKILLS

Self-motivation, Project Management, Analytical Thinking, Adaptability, Problem Solving, Effective Communication, Client Relations.

LANGUAGES

English, Spanish.