ORLANDO VILLARREAL

OBJECTIVE

A highly knowledgeable information technology expert with focus on front-end and user experience development desires to work with a tech company as a Marketing Analyst to contribute in creating extraordinary experiences for the company's digital audience. Bringing six years of web development, digital UX / UI experience and Marketing Experience collaborating in a team environment writing and reviewing code daily as well as staying up to date with the current web and marketing trends.

EXPERIENCE

Swyft

Director of Web and Application Development | *October 2018 - Present*

- Responsibilities include project management and developing custom websites built on Wordpress.

- QA manager for website bug testing, website optimization involving A/B testing, load speed testing

- Digital SEO / Marketing Strategist that helped optimize and create a bigger web foot print for clients and helped move their companies achieve top 3 in search rankings.

- Lead Integration Strategy and CRM Marketing Campaigns in Salesforce / Hubspot / Marketo / Pardot

- Point of Contact for Optimization Research to help client websites load speed decrease from 3 to < 1.5 seconds.

Austin Code Academy

Wordpress / Design Instructor and Curriculum Creator | *December 2017 - Present*

- I currently am helping teach the track for people who are wanting to learn and develop websites built on Wordpress. Students will also learn the importance of Email Marketing, and SEO analytics and development.

- Teaching the UX design course to teach students clean and up to date knowledge on fluent design and design standards.

Bowtie Finance

UI Developer | *January 2017 – Present*

- Designing Web Application with sketch and Adobe Creative Suite

- Building Responsive UI / UX Customer Facing Interfaces on SASS / LESS

Skunkworx Labs

Front-End Web Developer | *February 2016 – Present*

- Building custom built enterprise software using a variety of javascript frameworks i.e. dojo / ReactJS

- Build and troubleshoot native apps for iOS for companies with 50,000+ Users.

- Lead a team on design optimization and UX development for front facing customer enterprise system.

The MOD Studio
Web Developer | *January 2013 – January 2016*
- Proficient understanding of web languages such as HTML5, CSS3, PHP, Javascript and JQuery.
- Creation of full custom fully responsive Wordpress themes and custom plugins to meet client needs.
- Built custom responsive websites on a variety of E-Commerce platforms and frameworks, such as Shopify / Big commerce/ Volusion / Woocommerce
- Create and Manage Email Marketing Campaigns for companies with more than 10,000+ Customers

EDUCATION

University of Texas at San Antonio
Information Systems

Austin Community College
Applied Sciences in Design and Communication

SKILLS AND KNOWLEDGE

- JIRA (2 years)
- HTML5 / CSS3 (10 years)
- SASS / LESS (4 years)
- Javascript (6 years)
- JQuery (6 years)
- Marketing Automation (Mailchimp, Pardot, Marketo, Hubspot, Marketing Cloud) (5 years)

- Swift (2 years)
- Python (2 years)
- Salesforce (5 years)
- Github (4 years)
- Scrum (3 years)
- Bootstrap (4 years)
- Angular.js (4 years)
- VUE.js (1 year)

- Wordpress Design & Development (5 years)
- Google Analytics, Search Console (4 years)
- SEO analytics (4 years)
- Adobe Suite (10 years)
- Sketch (2 years)

ACHIEVEMENTS & OTHER

Merivis Salesforce Trailblazer

Merivis Foundation Web Developer

Salesforce Saturday Meet Up Group

Salesforce Developer Meet Up Group