Efren Palacios

Web Developer

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Technical Skills

UX / UI Design · HTML5 · CSS3 · JavaScript · TypeScript · Node.js · React.js · Python · Postgresql · MySQL · MongoDB · Linux · AWS · PHP · SEO · Scrum Workflow · Git

Work Experience

Web Developer   10/2022 - 09/2023

Company: The Edge Treatment Center - Santa Ana, CA

- *Led the development of two major web projects, amplified user engagement by 40% within the first three months through highly responsive and user-friendly interfaces, utilizing Gatsby and Next.js.*
- *Integrated advanced UI libraries such as MUI and Mantine UI to deliver aesthetically pleasing and functional web components.*
- *Collaborated closely with the graphics team to convert Figma designs into precise, optimized React code, ensuring fidelity to formulate specifications and boosting user experience.*
- *Managed content integration and dynamic web content delivery using Contentful CMS, optimizing content workflow and website performance.*
- *Actively participated in daily scrums, propelling the team toward adopting Scrum practices to boost project agility and achieve timely delivery of development milestones.*

Software Specialist   10/2020 - 09/2022

Company: Aquasure USA - Rancho Cucamonga, CA

- *Developed React applications that boosted e-commerce customer satisfaction by 25%, reducing page load times by 50% and enhancing the shopping experience.*
- *Pioneered and managed the development of wireframes in response to company briefs, ensuring alignment with strategic objectives and user experience goals.*
- *Addressed issues with shipping and tracking by creating web application software using React and API services.*
- *Developed user interfaces with modern JavaScript frameworks, HTML5, and CSS3, which improved user experience.*
- *Created Zendesk applications to streamline and improve the efficiency of procedures for the customer service department.*
- *Managed and scheduled E-mail campaigns on Klaviyo to provide the most returning customers and highest engagement.*

Freelancer   1/2016 - Present

- *Delivered 15+ multi-browser compatible websites, achieving a 30% increase in client reach and a 20% uplift in user retention through optimized performance and accessibility.*
- *Crafted custom website solutions, focusing on high-efficiency designs that ensure rapid loading and tailored layouts to meet precise client specifications.*
- *Implemented and maintained layouts to meet usability and performance requirements.*
- *Consulted with customers to effectively streamline projects based on their needs.*
- *Spearheaded the production of page content, including visuals and text copy, to meet project specifications.*
- *Partnered with web designers to innovate and refine UI designs, emphasizing sleek aesthetics and user-centric functionality.*
- *Planned and engineered RESTful web services to manipulate dynamic datasets.*
- *Tested websites and performed pre-deployment troubleshooting.*
- *Conducted unit testing to deliver optimal browser functionality.*