ANGEL RAPETA

Web Developer, Design-First

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I have spent seven years working at a branding agency, where I developed websites using a range of technologies. My experience includes working with WordPress, including various configurations and manual customizations, as well as utilizing page builders like Elementor and Divi. For more complex designs that required moving beyond conventional layouts, I often built sites from scratch. I also handled comprehensive SEO management to ensure optimal website performance and engagement.

Over the past few years, I've worked as a freelancer to enhance my communication skills. This role required me to engage deeply with clients' needs to provide the most effective solutions. Additionally, it allowed me to explore and adopt new technologies for website creation, such as Webflow, and some of them focus more on building marketing tools like Hubspot or Unbounce.

I regard myself as a design-first professional rather than a standard IT role. To fulfill the growing need for these multifaceted roles, it's vital to prioritize the design to fulfill the team's objective.

Notable Experience

Freelancer Web Developer
January 2023 – Present Day

Working as a freelance web developer has given me the opportunity to explore a broader perspective, one that goes beyond merely executing the project's requirements. It has allowed me to closely engage with clients to ensure that the objectives truly meet their needs. My primary goal in this role has been to refine the solutions I offer by depending on my understanding of the initial project assessment process.

This experience also broadened my horizons with various technologies more closely aligned with core client needs, such as inbound marketing and conversion optimization through landing pages. It enabled me to achieve digital marketing campaign objectives by efficiently creating visually appealing landing pages.

Some of my primary tasks in this role are:
- Figma Export Platform.
- Build HubSpot themes, templates, pages, and modules.
- Landing pages created with Unbounce.
- WordPress and WooCommerce website creation.
- JavaScript library's implementation.

Web Developer - Incitrus
March 2015 – July 2022

During my time at Incitrus, a branding agency, I gained a deep appreciation for graphic design and its pivotal role in conveying a website's personality and identity.

I also led significant projects for the UNAM Faculty of Architecture, where we had to surpass standard web design to meet the objectives. This included developing the 'BITACORA' magazine website using WordPress with Divi to ensure ease of future administration. Additionally, I created a website for the faculty's exhibition, 'MX 1968: Mexico's Olympic Architecture and City Through Print Media,' built from scratch to authentically capture its distinctive elements through visuals and motion, effectively presenting a digital version of the exhibition.

At INCITRUS, a significant aspect of my daily responsibilities involved collaborating with the web designer to translate design specifications into well-structured, responsive websites that adhere to core usability principles. Additionally, I created website layouts that faithfully followed the established style guide.

The resume of my activities in this role was the following:
- Building web layouts from scratch with HTML.
- Develop PHP Backend as a Website Content Management
- Deploy and modify CRM WordPress.
- Implement in websites SEO principles.
- Implement Responsive Web Design.
- Projects with Agile and Scrum methodology.

Intranet Developer - Farmacias de Similares S.A. de C.V.
February 2010 – January 2014

In my first role as a developer, I successfully built a system using Microsoft SharePoint. I focused on the primary requirements and effectively created a solution that streamlined maintenance services across the company's various branches nationwide by utilizing workflows and web services.

Education

Courses - Certified in Graphic Design - eduMac Digital Arts Center.

Languages - English Level B2

Bachelor of Computer Science in UPIICSA - Professional License: 8579794
Thesis "Learning Management Platform Prototype to support the implementation of the UPIICSA modality distance in Informatics degree".

What I look for in a Company

- A platform to do work that impacts people´s lives in a positive way.
- A clear goal and well-defined values that guide how we work.
- For it to value the employee´s feedback.
- People-centered leadership.
- For it to promote and value continuous improvement and constant growth, both on a personal and professional level.