

Tatiana Riestra

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Summary

UX/UI - Front End Developer with excellent hand-coding skills (HTML/CSS) and 8+ years of experience, expert knowledge of Bootstrap, Bulma and Photoshop. Strong soft skills including creativity, teamwork, critical thinking, bilingual and self-starter; experience with Angular, Git commands and Jira.

Technology Skills

- Web Technologies: HTML, CSS, Bootstrap, Bulma, AJAX, jQuery, SCSS, JSON.
- Programming Languages: JavaScript, TypeScript, PHP.
- JS Frameworks: AngularJS, Angular 8, ReactJs, Node.JS.
- CMS: Wordpress, WooCommerce, Shopify.
- Database: SQL, SQL Azure, MySQL.
- Version Control System: GIT.
- IDE: Visual Studio Code, Dreamweaver.
- Operating Systems Windows, Mac OS.
- Web Analytics: Google Analytics, Google Tag Manager.

Professional Experience

ReloQuest, Inc - Weston FL

UX/UI - Front End Developer

July 2019 – October 2021

- Responsible for creating efficient design and developing User Interaction screens using HTML, CSS3, Bootstrap4, Bulma, JavaScript, Angular 8.
- Experience with creating custom directives, decorators, and services to interface with RESTful services.
- Used Angular HttpRequest to send requests for storing and exchanging information between browsers and servers.
- Implemented Angular Router to enable navigation from one view to the next.
- Extensive usage of Bootstrap and Bulma for layout as well as responsive design.
- Worked on GIT as a version control. Utilized NPM scripts for build and test environments in an Angular application.
- Primary reviewer (code review) for responsive design and general design and Architecture of the application.
- Managed main company site redesign using Wordpress to improve brand messaging, engage new users.

America Sunshine, LLC - Miami, FL

Email Marketing / Web Developer

November 2016 – July 2019

- Developed HTML code and visual assets for emails and other digital marketing campaigns.
- Manage automated lifecycle of all email and sms campaigns.
- Used merge tags to insert dynamic content into the email and sms campaigns.
- Tested landings and email campaigns for optimization (A/B Testing).
- Responsible for database selection, segmentation and deployment of all emails, push notifications and sms campaigns.
- Report, track and analyze campaigns performance proving success in strategies and ROI.
- Responsible for site analytics and testing to drive growth for e-commerce KPIs.
- Maintained Editorial Calendar based on homepage, digital marketing, and email content.

- Maintained sales spreadsheet with new sales and promotions.
- Managed company sites using Shopify, WordPress, WooCommerce, Html and CSS.

TekPartners, a P2P Staffing Company – Coral Springs, FL

Email Marketing Coordinator - Contract Job at Carnival Cruise Line **August 2016 – September 2016**

- Prepared competitive analysis PPT with daily activities of competitor’s websites and email campaigns.
- Updated creative review PPT before meetings.
- Cutting digital assets in Photoshop.
- Code landing page using HTML and CSS.
- Updated Merchandising ICID spreadsheet based on changes at the homepage or mobile site.
- Maintained Editorial Calendar based on homepage and email content.
- Updated visual calendar after campaigns were sent.
- Maintained sales spreadsheet with new sales and promotions.

Circle Care Management LLC - Miami, FL

Email Marketing / Web Developer **November 2014 – June 2016**

- Create, deploy and manage email marketing campaigns using HTML, CSS, Photoshop, Constant Contact and MailChimp.
- Created mobile responsive templates for email campaigns.
- Used merge tags to insert dynamic content into the email campaigns.
- Report, track and analyze campaign performance proving success in strategies and ROI.
- Built responsive landing pages for marketing campaigns using HTML and CSS.
- Integrated web forms with Constant Contact mailing lists for marketing campaigns.
- Created web design material for company website and marketing campaigns.

Hidalgo Corp. - Miami, FL

Email Marketing / Web Developer **September 2013 – November, 2014**

- Designed, developed and implemented email marketing campaigns using HTML, CSS, Photoshop and MailChimp.
- Created mobile responsive templates for email campaigns.
- Used merge tags to insert dynamic content into the email campaigns.
- Report, track and analyze campaign performance.
- Created web design material for company and retailers customers using Photoshop and Illustrator.
- Created magazines ads for company and retailers customers using Photoshop.
- Maintained company website.

Education

Bachelor of Science in Information Technology – Web Application Development

Kaplan University, September 2014, GPA 3.53

Associate in Applied Sciences in Business Information System Management – Web Programming

Rasmussen College, September 2012, GPA 3.88