

Joseph Hernandez

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With 9+ years of web development and design experience in both corporate and freelance settings, I've been able to hone my experience in strategized wireframing, user-experience, front- and back-end development, responsive web design, and web performance, while building a strong understanding of server- and client-side programming. Skills include:

- HTML5, PHP (5.6), WordPress, CSS (Less), JavaScript (ES5, ES6), jQuery, Bootstrap
- Create fully custom themes and plug-ins from scratch in PHP for the WordPress CMS
- Optimize performance of high traffic websites
- Well-versed in responsive web design techniques
- Plan, design, and implement web site structure and layout
- Ability to adapt in fast-paced environment and manage multiple projects
- Experienced in SEO best practices
- Tools: Sublime Text 3, SVN, Git (BitBucket), Adobe Creative Suite

Competitor Group, Inc.

Senior Web Developer

July 2012 – Feb. 2018

- Lead website redesign developer for velonews.com, runrocknroll.com, and competitor.com
 - Built fully custom themes in WordPress, using the Bootstrap framework's grid and the Underscores starter theme
 - Created and maintained custom plugins to assist in streamlining editorial processes and extend WordPress functionality
- Maintained and enhanced performance for health & fitness media sites; triathlete.com and womensrunning.com
- Developed several high-visibility landing pages for various one-day sales (runrocknroll.com)

Emerald Connect, Inc.

Web Designer

Feb. 2009 - July 2012

- Performed daily maintenance on corporate and customer support websites
- Worked with a team of designers and developers to create dynamic adaptable websites
- Created pixel-perfect mockups based on client requests
- Customized basic site templates using CSS, HTML, and JavaScript to significantly improve design level
- Developed company e-mail newsletter templates to support Marketing sales efforts

Technical Support Analyst, Web Lead

Aug. 2004 - Feb. 2009

- Resolved customers' questions regarding their website, e-mail accounts, domain names, and software concerns
- Maintained web sites for the Technical Support department

Gorirra Consulting

Co-founder, Entrepreneur, Freelance Web Designer/Developer

July 2007 - Present

- Independent contractor specializing in web development and design
- Participated in all aspects of the business: attaining leads, price quoting, collaboration, design, and development
- Web metrics analyzed for clients using Google Analytics

Education

San Diego State University, BS in Computer Science, Graduation: Fall 2003

Portfolio

Online resume with portfolio examples at gorirrajoe.com