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DAVID GUERRERO DIAZ

FRONT-END DEVELOPER

RELEVANT EXPERIENCE

Laser technician @TaylormadeGolf

November 2022 - Present // California

- Operated laser engraving equipment to create high-quality designs on various materials, ensuring precise and consistent results.
- Utilized Adobe Illustrator and Photoshop to design and customize logos, graphics, and artwork for a wide range of clients.
- Collaborated with clients to understand their design requirements and provided creative solutions to meet their needs.
- Demonstrated proficiency in creating designs from scratch, encompassing a diverse range of industries and brands.
- Maintained and calibrated laser equipment to ensure optimal performance and quality output.
- Efficiently moved and tracked inventory using Oracle system, contributing to seamless logistics operations.

Ecommerce @ZKPETS

March 2021 - July 2021 // California

- Founded and operated an e-commerce business specializing in the sale of pet products.
- Independently designed, developed, and managed a Shopify website, ensuring an attractive and user-friendly online shopping experience.
- Executed digital marketing campaigns, with a primary focus on Facebook Ads, targeting various segments, including interests, custom audiences, lookalike audiences, and retargeting.
- Leveraged Klaviyo for email marketing to engage with customers, nurture leads, and drive sales.
- Managed the entire e-commerce process, including product sourcing, inventory management, order fulfillment, customer service, and financial tracking.
- Conducted market research and competitive analysis to identify trends and opportunities in the pet products industry.
- Implemented data-driven decision-making to optimize product listings, pricing, and marketing strategies.

Freelancer @DiazLopezTile

October 2020 - December 2020 // California

- Collaborated with the tile company to make significant changes to their website, enhancing its visual appeal and functionality.
- Conducted a complete overhaul of the website's User Interface (UI) and User Experience (UX) design to enhance user engagement and ease of navigation.
- Specialized in working with the WordPress platform to create and maintain the company's website.

PROJECTS

Spotify Data Viewer

Web app built with React, Node.js, and Express for visualizing personalized Spotify data such as top artists, tracks, recommendations, and audio features

API for Ecommerce

This is an API created with postgreSQL, Node, Express and some packages from NPM for the basics functions of an e-commerce, you can Create, Delete, Read, Update the data from this API.

ZKMovies

Web app built with webpack, JavaScript and CSS for visualizing data about movies something like trends, collections and even search the movie.

SKILLS

Front-End

- JavaScript (ES6)
- HTML / XHTML / Jade
- CSS / SASS / LESS
- Webpack
- Vite

Back End

- REST / MySQL
- PHP / Composer
- Apache
- Node.js
- PostgreSQL

Source Control

- Git(Git Flow)
- Github

FrameWorks

- React
- Next
- Bootstrap
- Laravel / Symfony
- Express
- Astro
- TailwindCSS

UI/UX

- Prototyping
- Figma
- Atomic Design