



FRONT-END DEVELOPER

Alex Kinejara

Senior Front End Developer with 9+ years of experience in digital marketing agency environments. Specialized in creating fast, responsive, and elegant user experiences for ecommerce, lead generation, and portfolio websites.

CONTACT

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CORE SKILLS & AREAS OF EXPERTISE

Shopify
WordPress
React / NextJS
GSAP
Javascript & jQuery
PHP & MySQL
Git
CSS & SASS

Communicating in cross-functional teams

UX & human centric design best practices

Optimizing pages for performance, load times, and experience

Translating design principles and design systems into reusable web components

EDUCATION

Web Development Jun 2014 - Aug 2015

Platt College • San Diego, CA
Bachelor of Science in Media Arts
Specialization in Web Design & Web Development

Graphic Design Nov 2012 - Dec 2013

Platt College • San Diego, CA
Associate of Applied Science - Graphic Design

WORK EXPERIENCE

Web Developer

Remote

Freelancer

Custom development projects and maintenance

- The Shindy - New Custom WordPress Website theshindy.co
- Luzern - New Custom Shopify Theme luzernlabs.com
- Gammn - New Custom Shopify Website gammn.com
- Creme Collective - Website Maintenance cremecollective.com
- Cerqular - Website Maintenance cerqular.com

Manager of Web Development

Sep 2018 - May 2024 • Remote/San Diego, CA

Power Digital Marketing

Starting as a Shopify Developer contractor, I progressed to the role of Manager of Web Development. This role allowed me to leverage my technical expertise while contributing to the strategic growth and operational efficiency of the web development department.

- Developed websites for large scale clients that required custom functionalities while maintaining exceptional standards of quality and performance
- Assisted in scoping and planning of new business to ensure proper technical specifications were met, including client discovery
- Collaborated with the development, cro, analytics, and seo team to establish and refine web development processes.
- Assigned projects to the development team according to client requirements and individual developer strengths
- Stayed up to date on changes in the front and back end space in WordPress, Shopify, and Next.js and provided comprehensive training to strengthen the development team's skills
- Played a key role in client interactions, contributing to business growth and client satisfaction.

Web Developer

Nov 2016 - May 2018 • San Diego, CA



Taylor & Pond

Started as a Junior Developer and advanced to Web Developer, taking charge of maintaining various client websites and directly communicating with clients. Collaborated with designers, training them on best practices for web design, and trained our content writer on best practices for SEO.

- Maintained various websites across different CMS platforms.
- Built numerous WordPress websites from scratch, creating user-friendly backends for clients to edit their own content.
- Collaborated with the development team to establish and refine web development processes.

Web Developer

Nov 2015 - Mar 2016 • San Diego, CA



DesignStudio

This was my first web development position after graduating. I began by assisting in building various components for WordPress. Over time, I developed the skills to handle my own projects independently. Eventually, I took on the responsibility of onboarding and training new developers.