

Luis Enrique Arzola Gelista

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WORK EXPERIENCE

Plumber Marketing USA

United States (Remote based in Tijuana, Mexico)

Web Developer

December 2023 - Present

- Led the development of highly customized WordPress websites using advanced CSS, HTML, and JavaScript, enhancing site functionality and user experience.
- Optimized website performance, achieving significant improvements in load times and overall speed, leading to a better user experience and higher PageSpeed Insights scores.
- Redesigned and updated existing templates, incorporating modern design principles to improve visual appeal and usability.
- Collaborated with cross-functional teams based in the USA to implement innovative solutions that meet client needs and industry standards.

Freelance

Tijuana, Mexico

Full-stack Web Developer

August 2018 - Present

- Engineered and maintained dynamic, high-performance websites for diverse clients, utilizing multiple technologies including HTML5, CSS3, React.js, Node.js, JavaScript, TypeScript, PHP, MySQL, MongoDB, Tailwind, and others.
- Created custom E-commerce platforms, seamlessly integrating PayPal payment gateways with PHP and MySQL to ensure secure and efficient transactions.
- Designed and implemented responsive, user-friendly interfaces, enhancing user experience through meticulous attention to UI/UX principles.
- Architected and optimized scalable databases, leveraging MySQL, MongoDB, and PHP to support complex web applications.

Dude Agency

Tijuana, Mexico

Web Developer

February 2021 - June 2023

- Write custom code for WordPress themes and plugins with technologies such as PHP, JavaScript, HTML5, and CSS3.
- Successfully developed over 50 WordPress sites based on detailed mockups provided by the design team, ensuring accurate translation of design into functional websites.
- Strategically enhanced website performance, achieving PageSpeed Insights scores of 95+ by minimizing load and response times. Managed search engine optimization (SEO) efforts and implemented image lazy loading to further boost site efficiency.

EDUCATION

Instituto Tecnológico de Tijuana

Tijuana, Mexico

Bachelor of Computer System Engineering

2018-2023

- Built and maintained code for various projects using C# and Object Oriented Programming.

CETis 58

Tijuana, Mexico

Programming Technician Degree

2015-2018

- Developed responsive and functional web applications using HTML, CSS, PHP and MySQL.

SKILLS & INTERESTS

Skills: Bilingual (Spanish / English), HTML, CSS, JavaScript, TypeScript, React.js, NodeJS, Express, SQL, PHP, C#, Bootstrap, Tailwind, StyledComponents, SASS, MongoDB, Git, WordPress, Divi, Shopify, Microsoft Office, Photoshop, and Figma.

Interests: Video Games, building computers, playing bass guitar, and playing soccer.