

Address

2843 Turnstone Run
Saint Cloud, Florida
34773



Phone

+1 (407) 733-3410



Email

alex@axdesigns.co



Website

axdesigns.co/about-alex



ALEX VARELA

has a passion for creating and developing stunning websites, Alex stands out for his perfectionism in design and work. He learns fast spending most of the time researching new trends or techniques for his personal development. He is continuously learning and evaluating his skills to be able to accomplish cutting-edge sites. Alex enjoys working with team members and communicating to achieve positive results, creating a great atmosphere in his workplace. He is ambitious in solving problems, focusing on determining and finding solutions for any issue.



RESUME

PERSONAL SKILLS

Creative Thinker
Energetic
Attention to detail
Team Player
Deadline led
Problem Solving
Creative
Reliable
Perfectionist



PROFESIONAL SKILLS

Spanish Speaker
WordPress Developer
Designer
Web Developer
SEO

EXPERIENCE

TRILLION CREATIVE
WEB DEVELOPER

(2023- PRESENT)

- Advanced Custom Gutenberg Blocks Using JSON, ACF PRO, and PHP.
- Responsive Design.
- API's Integrations.
- Custom jQuery Sliders and Visual Effects using GSAP.
- Database Management.
- Custom Admins Settings.
- GitHub Version Control.
- Advanced Bootstrap 5 implementation for development.

AX DESIGNS
WEB DEVELOPER / DESIGNER

(2020- PRESENT)

- Advanced Custom Plugins and functions for WordPress.
- Professional Themes using custom PHP templates.
- Professional Themes with Elementor Pro.
- Hosting Services & Databases set up using cPanel/Linux.
- Advanced use of ACF Pro for custom content.
- Advanced Custom Templates using jQuery, PHP, CSS, and HTML.
- WooCommerce Integration and customizations.
- Ability to improve loading times compressing code/content.
- Advanced custom shortcodes.
- Advanced Taxonomies & queries for WordPress.

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PROFESIONAL SKILLS

Spanish Speaker
WordPress Developer
Graphic Designer
Web Developer
SEO Specialist
Shopify Developer

EXPERIENCE

TO THE MOON MEDIA
WEB DEVELOPER / DESIGNER

- Design complex WordPress solutions for back-end and front-end development to establish and guide website architecture and functionality.
- Develop custom mobile-friendly WordPress templates, and themes to align with site design and branding clients.
- Development expertise with custom Post-Types, Advanced Custom Fields Pro, custom shortcodes, plugins, and themes for high-traffic WordPress sites.
- Advanced skills using PHP/jQuery/CSS/HTML/SQL/cPanel/Linux/DNS.
- Utilizing jQuery frameworks to implement website functionality.
- Database knowledge.
- Advanced Knowledge of page builders such as WPBakery, Elementor Pro, Enfold, and DIVI.
- Shopify template updates and modifications (custom fields, functions).
- Solved critical errors for numerous website support projects including fixing (rewriting the code, improving loading times, improving existing functions/plugins and user interaction).

SEO SPECIALIST

- Implement Advanced Markup Using JSON-LD schema (Rich Results for Google).
- Technical knowledge relevant to SEO for content and HTML structure.
- Advanced implementation of tags and triggers using Google Tag Manager.
- Knowledge of Google Tools Such as Google Analytics, Google Search Console, and Google Tag Manager.

FPM3
WEB DEVELOPER / DESIGNER

- Transition of Websites to WordPress (responsive sites).
- Professional custom themes for WordPress.
- Modifications of existing Templates in WordPress and basic sites.
- Social Media Integration Code (API).
- Custom WordPress Plugins.
- Detecting and testing deficiencies for websites.
- Bootstrap Advanced knowledge.
- Installation of Multisite on WordPress.
- Advanced PHP knowledge.
- Advanced jQuery code techniques for animations and effects.
- Database & Hosting knowledge.
- Banner Designs with Photoshop and Illustrator.
- Advanced Template modifications/Improvements in WordPress.
- WooCommerce Custom Templates/Functions.

SEO SPECIALIST

- Implement Advanced Markup Using JSON-LD schema (Rich Results for Google).
- Technical knowledge relevant to SEO for content and HTML structure.
- Advanced implementation of tags and triggers using Google Tag Manager.
- Knowledge of Google Tools Such as Google Analytics, Google Search Console, and Google Tag Manager.
- Knowledge of SEMrush SEO tool.
- Experience with Keyword Ranking and technical changes (faster loading time & optimizations).
- Ability to observe and strategically suggest futuristic SEO changes.

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PROFESIONAL SKILLS

Spanish Speaker
WordPress Developer
Graphic Designer
Web Developer
SEO Specialist
Shopify Developer

EXPERIENCE

RAVEN 5
WEB DEVELOPER

(2016 - 2017)

- Transition of Websites to WordPress (responsive).
- Custom themes with CSS &HTML with jQuery from the ground up.
- Custom Post-Types in WordPress (PHP).
- Google Ads integrated into client's sites.
- Social Media Integration Code (API).
- Created Custom Fields for WordPress (PHP).
- Loops for custom fields.
- Implemented plugins based on the client's needs.
- Detecting and testing deficiencies.
- Advanced Bootstrap implementation for development.
- Advanced CSS Knowledge to develop sites faster.
- Installation of Multisite on WordPress.
- Created custom code (PHP).
- Contact form 7 Advanced Knowledge.
- Implemented jQuery code in sites for animations and effects.

BALLA MEDIA
WEB DEVELOPER

(2015 - 2016)

- Modified Client sites using HTML, CSS, and jQuery with the implementation of code.
- Created Google Ads.
- Used Photoshop for editing images and creating banners.
- SEO implementation for clients' websites.
- Updated client's data (content).

FREELANCE
WEB DEVELOPER / DESIGNER

(2015 - 2016)

- Designed A Watch Store for a client using Shopify as a CMS.
- Designed Logos and Icons for the Client.
- Added content with the client's specifications.
- Added SEO to find products and websites easier with Google.
- Change the Layout of the theme with CSS/HTML.