STEVEN FERNANDEZ

FrontEnd Developer | Responsive Design | UX/UI Optimization | JavaScript & React

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EXPERIENCE

FrontEnd Developer
The Joint Smoke Store

📅 02/2024   📍 Cicero, United States

- **Designed and developed** a modern, minimalist landing page for *The Joint*, a local smoke shop, leading to **a 35% increase in customer inquiries** within the first three months.
- **Highlighted products with a clean, user-friendly design**, increasing **average time spent on the page by 45%** and improving engagement.
- **Attracted 200+ monthly visitors**, resulting in **over 1,400 total visits** since its launch on August 1, 2024.
- **Optimized performance and responsiveness**, reducing page load times by **40%**, which improved retention and **lowered bounce rates by 28%**.

FrontEnd Developer
Sarita's Flower Shop

📅 08/2024   📍 Cicero, United States

- **Developed a responsive website** for *Sarita's Flower Shop*, integrating **dynamic product displays and interactive contact forms**, resulting in a **50% increase in customer inquiries** within the first two months.
- **Enhanced user experience**, reducing bounce rate by **49%** and increasing page views by **66%** through **intuitive navigation, faster load times, and mobile optimization**.
- **Boosted organic search visibility**, leading to a **30% increase in website traffic** by implementing **SEO best practices**, including metadata optimization, alt tags, and structured content.

EDUCATION

Self-Taught Front-End Development
Independent Study

📅 03/2023

- Completed courses from platforms such as **Udemy, freeCodeCamp**, and official documentation.
- Developed multiple **freelance projects**, applying modern front-end technologies and best practices.
- Focused on **responsive design, performance optimization, and user experience (UX/UI)**.

SUMMARY

With one year of freelancing experience, I have successfully delivered projects that consistently exceed client expectations. Leveraging two years of self-taught development expertise, I specialize in crafting visually appealing, responsive, and high-performance websites. My goal is to create digital experiences that not only look great but also perform flawlessly across all devices.

KEY ACHIEVEMENTS

💎 **Landing page success**
Consistently attracted 200 monthly visitors, surpassing 1,400 total since launch.

💎 **Bounce rate reduction**
Reduced website bounce rate by 49% through optimization.

💎 **Enhanced page views**
Increased page views by 66% with UX enhancements.

💎 **Traffic growth boost**
Doubled web traffic by creating high-performance sites.

SKILLS

CSS   Figma   Git   GitHub

HTML   JavaScript   React

Typescript   Tailwind

Visual Studio Code   NextJs

Firebase