

# Rod Huerto

San Diego, California

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## Senior Web Designer/Front-End and Web Developer

*Over 20 years of UI/UX design and development for news publications, marketing, finance and non-profit organizations.*

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Demonstrated expertise leading digital design programs, teams, and projects with multiple promotions to managerial and technical lead positions at organizations such as Tribune Publishing, The San Diego Union-Tribune, and various financial groups. In-depth experience in front-end, interactive, and managerial roles with talents in site deployment and client management. Adept at continually improving processes, driving SEO and advertising in digital media, marketing and managing cross-functional team performance.

*Web Design and Development / SEO and Content Optimization / Marketing Strategies / Graphic Design / Project Management / Team Leadership / Process Improvements / Cross-Functional Communications*

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### TECHNICAL PROFICIENCIES

**Platforms:** Mac OS, Windows, AWS Cloud9.

**Tools:** Adobe Creative Suite, HTML5, CSS3, XHTML, UI Design, UX, JavaScript, jQuery, React, GatsbyJS, SEO, Ad Ops/Dev, Ad Optimization, Google Tag Manager, Tracking Analysis, CMS, WordPress, WooCommerce, Responsive Design, Git, CLI, SVN, AWS, Figma, Sketch.

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### PROFESSIONAL EXPERIENCE

**Senior Web Developer** (9/2020 – Present)

Liquid Instruments, San Diego, CA

*Technical Scope: HTML, CSS, JavaScript, WordPress, WooCommerce*

- Managing and implementing the development, maintenance, repair, and optimization of our WordPress-based website, [liquidinstruments.com](http://liquidinstruments.com).
- Overseeing eCommerce platform using WooCommerce
- Coordinating and managing any outsourced web development projects and contracts.
- Working with our Marketing team to implement content and resources.
- Working with our Sales team to optimize the website in support of sales goals.
- Assisting the Support and Development teams to implement new support structures and resources on the website.

**Key Achievements:**

- Implementation of eCommerce store as well as managing a multisite platform in WordPress.

**Front-End Engineer** (2/2017 – 3/2020)

Tribune Publishing, San Diego, CA

*Technical Scope: React, JSP, JavaScript, HTML, CSS, Lighthouse, DevTools*

Coordinated with technical, consulting, and development teams to develop digital products for multiple news websites and markets, including the LA Times, Chicago Tribune, New York Daily News, Baltimore Sun, Orlando Sentinel, and more. Leveraged QA and framework tools to optimize products, assessed business

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development with third party software/vendor products, and built solutions to drive engagement. Delivered effective SEO and data analytics/digital ad implementations to support optimal marketing.

## **Key Achievements:**

- Gained in-depth experience in JavaScript as a key contributor to digital product development and ongoing refinement.

## **Software Engineer (10/2016– 2/2017)**

Tribune Publishing, San Diego, CA

*Technical Scope: CMS Support, Analytics, DFP, JavaScript, Lighthouse, DevTools*

Excelled as a vital software team member with ownership of analytics development and ad implementation, including tracking and analytics scripting, quality assurance and analytics across multiple platforms, and ad optimization/testing. Drove ad delivery on digital products, and evaluated vendors regarding advertising options and installation.

## **Key Achievements:**

- Acquired and applied extensive knowledge of backend development and testing methods and best practices.

## **Interactive Design & Development Manager (4/2014 – 10/2016)**

The San Diego Union-Tribune, CA

*Technical Scope: HTML, CSS, JavaScript, Analytics, SEO, DFP, UX/UI standards and frameworks*

Oversaw a team of designers and developers as a manager of digital product delivery, including leadership of UI/UX standards, strategic planning and implementation, resource allocation, and continuous improvements to user interfaces and software architecture. Drove ongoing knowledge of industry knowledge and trends, trained and mentored teams, and managed implementation of data analytics/tag management.

## **Key Achievements:**

- Promoted to a managerial position in recognition of outstanding performance as a Front-End Designer and Developer.

## **Senior Front-End Designer/Developer (8/2012 – 4/2014)**

The San Diego Union-Tribune, CA

*Technical Scope: JavaScript, HTML, CSS, UX/UI standards and frameworks.*

Led web design and development for utsandiego.com as a hands-on leader and collaborator with senior leaders. Created and implemented new version of company website, ensured highest possible UX/UI and quality standards, and continuously improved web features. Drove integration and design of a new mobile news site, conceptualized and integrated new products for news content, and assisted directors with projects.

## **Key Achievements:**

- Successfully trained and mentored designers and developers regarding methods, tools, and best practices.

*Additional Experience:*

**Web Designer/Developer** – THE SAN DIEGO UNION TRIBUNE

**Consultant/Web Designer/Developer** – THE MANCHESTER FINANCIAL GROUP

**Lead Web Designer/Developer** – MOTIVATE, INC.

**Senior Web Designer** – NEIGHBORHOOD HOUSE ASSOCIATION

**Multimedia/Interface Designer** – SCIENCE APPLICATIONS INTERNATIONAL CORPORATION (SAIC)

**Web Designer** – QUEXION

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## EDUCATION AND TRAINING

**Bachelor of Science (BS) in Information Technology**, Specialization in Software Development

Capella University

*Anticipated Completion in May 2022*

**Associate of Applied Science (AAS) in Graphic Design**, Certification in Multimedia/3D Animation

Platt College

**Technical Certifications**

Code Foundations/Web Development/Data Science – Codecademy.com