

Jacob Martinez

Front-end developer and designer with Agency experience and a passion for building digital experiences for the web.

Experience

Web Developer and Designer

ANML | Creative Design and Development Agency

November 2021– May 2023

- Developed web application features, components, and pages on various projects for enterprise brands, global non-profits, and startups that lead to a +40% growth in revenue.
- Migrated anml.com from a static, hard coded site in to a Next.js application with dynamic content; Increased content velocity by 400%, which led to a significant boost in web traffic, session durations, and prospect conversions.
- Reduced development hours by 30% on all web projects by implementing a Storybook component library, which benefited collaborating teams by lowering communication overhead.
- Collaborated closely with the design team to build a multitude of new modular React components that would be shared across an array of projects that improved scalability, reliability, performance, and optimized team dynamics.
- Incorporated Headless Content Management Systems' that allowed clients to manage personalized content at scale for their end users.
- Reduced load times through meticulous debugging, link prefetching, reducing dependencies, and image optimization.

Graphic Designer

Decca Design | Full Service Design Agency

February 2021– November 2021

- Designed graphics and various visual assets for a variety of client marketing campaigns such as landing pages, presentation layouts, and social media graphics.

Web Developer

Freelance Developer

January 2019– February 2021

- www.cineo.la – A platform for Latin American short films. Responsible for the site's development and deployment including but not limited to a responsive landing page using HTML, CSS, and JavaScript.
- www.andgtz.com – Photography portfolio for Andrea Gutierrez. Developed and hosted a responsive content managed website on Netlify with Prismic, complete with custom UI components resulting in increased customer reach.

jacobmartinez.dev
linkedin.com/in/hire-jacob-m
hellojacobmartinez@gmail.com
510-931-0056

Skills

Languages

JavaScript, JSX, HTML, CSS

JavaScript Libraries

React

JavaScript Frameworks

Next.js

CSS Preprocessors & CSS-in-JS

SCSS, CSS Modules, Styled Components, Tailwind

Content Management Systems

Prismic, DatoCMS

Deployment

Netlify, AWS Developer Tools

Tools/ Methods

Git, NPM, Storybook, JSON, APIs, GraphQL

Web APIs

DOM, Fetch

Design Tools

Figma, Sketch, Illustrator, PhotoShop, and InDesign.

Education

B.A. Design Studies | Spring '21

San Jose State University

A.A. Humanities | Spring '19

Ohlone College