

Jacob Martinez

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

Experience

Web Developer

Meta

March 2024– Current

- Developed and maintained Meta Business Partners public and internal webpages using HTML, CSS, PHP and JavaScript.
- Collaborated with cross-functional teams, including product managers, marketing teams, engineers, and UX/UI designers to deliver seamless user experiences.
- Created, managed, and launched content to MBP site and related properties using their proprietary homegrown CMS improving page load times by 20%, enhancing user experience and engagement.

Frontend Web Developer

Traina | Creative Branding Agency

August 2023– March 2024

- Leveraged frontend technologies to craft visually stunning and user-centric web interfaces that embodied the agency's vision for a wide range of clients and industries.
- Streamlined the client documentation template into reusable components, drastically reducing time spent publishing documentation on client sites by over 50%.

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.

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Skills

Languages

JavaScript, JSX, HTML, CSS, PHP

JavaScript Libraries

React

JavaScript Frameworks

Next.js

CSS Preprocessors & CSS-in-JS

SCSS, CSS Modules, Styled Components, Tailwind

Content Management Systems

Prismic, DatoCMS, WordPress

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