

# Jacob Martinez

## Summary

Web Developer with a proven track record of building scalable, high-performance web experiences, combining strong engineering with CMS-driven content management, and marketing execution.

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## Experience

### Web Developer

TEKsystems at Meta

March 2024– Current

- Owned CMS-driven web experiences for Meta Business Partners across public and gated environments, maintaining structured components, validating high-volume content, and enforcing governance standards for accuracy, accessibility, and brand consistency.
- Led cross-functional page delivery from intake to launch, partnering with designers, product managers, copywriters, and engineers to ship responsive, user-centric experiences aligned with Meta's design system and campaign objectives.
- Improved content operations and site quality by meeting daily production targets, identifying UX edge cases, supporting technical SEO best practices, and refining workflows, documentation, and quality controls to scale efficient, customer-first publishing.

### Web Developer and Designer

ANML | Creative Design and Development Agency

November 2021– May 2023

- Cut client development hours by 30% and enhanced design and development efficiency by creating a scalable Storybook component library with React components that mirrored Figma designs, enabling seamless collaboration and maintaining codebase consistency across multiple projects.
- Migrated ANML's static site to a Next.js application with dynamic content, increasing content velocity by 400% and driving significant gains in traffic and conversions.
- Redesigned the pricing page for a major cloud-based video conferencing platform, integrating interactive prototypes to drive user engagement, enhance brand storytelling, and increase conversions while reducing bounce rates.

### Frontend Web Developer and Designer

Traina | Creative Branding Agency

August 2023– March 2024

- Designed landing pages for a database company's marketing site, expanding upon brand elements to enhance visual appeal and user experience while aligning with the company's overall marketing strategy.
- Developed a library of reusable components, optimizing workflows and cutting client documentation publishing time by over 50%.
- Designed a product filtering system for musical instrument retailer, collaborating with the lead web developer to implement a seamless and intuitive user experience that improved product discoverability.

## Skills

### Development

#### Languages

JavaScript, JSX, HTML, CSS, PHP

#### Libraries & Frameworks

React, Next.js, Vue, GSAP

#### CSS Styling

SCSS, Tailwind, Styled Components, CSS Modules

#### Content Management Systems

Prismic, DatoCMS, WordPress

#### Deployment

Netlify, AWS Developer Tools

#### Tools and Methods

Git, NPM, Storybook, JSON, REST APIs, GraphQL

### Design

#### UI/UX Tools

Figma, Storybook, Adobe Illustrator, Photoshop

#### Design Expertise

Prototyping, Wireframing, User Flows, Component Libraries

#### Collaboration

Partnering with designers and developers to translate design concepts into functional interfaces

## Education

### B.A. Design Studies | Spring '21

San Jose State University

### A.A. Humanities | Spring '19

Ohlone College