



JUAN URREGO

WEB DEVELOPER

Complete portfolio: <https://juanurrego.com/developer-portfolio/>

CONTACT

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<https://juanurrego.com/developer-portfolio/>

EDUCATION

2009 - 2012
High School
Gimnasio Campestre Reino Británico
2010 - 2012

Politécnico Gran Colombiano

Associate Degree Studies in Foreign Trade and Customs
2012

Pontificia Universidad Javeriana

Bachelors degree Performing Arts
2017 - 2023

LANGUAGES

English

Spanish

REFERENCE

Juan Carlos Urrego
Industrial Engineer
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Luis Urdaneta
CEO Huella Digital
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ABOUT ME

Senior Web Developer with over 7 years of experience architecting, developing, and optimizing high-performance websites and e-commerce platforms for clients across the United States and Canada. Extensive experience building scalable solutions using WordPress, Shopify, and Webflow, including custom theme development, CMS customization, and complex third-party integrations.

Strong proficiency in HTML5, CSS3, and JavaScript, with hands-on experience implementing responsive design systems, improving Core Web Vitals, and optimizing Lighthouse and PageSpeed performance metrics. Skilled in REST API integrations, third-party SDK implementation, and extending CMS functionality to support advanced business requirements.

Experienced in Git-based workflows, cross-browser compatibility, technical SEO implementation, accessibility best practices (WCAG awareness), and performance-driven development strategies. Background working with healthcare organizations, maintaining HIPAA awareness and handling sensitive data with security-focused development standards.

Committed to writing clean, maintainable, and scalable code while aligning technical execution with measurable business outcomes and user-centered design principles.

EXPERIENCE

2019 Junio - 2023 Noviembre
Freelance Web Developer

Provided end-to-end web development and digital growth solutions for businesses across e-commerce, real estate, marketing agencies, and artistic portfolio sectors. Collaborated directly with clients to translate business objectives into scalable, high-performing digital platforms tailored to their brand identity and target audience.

Led the full project lifecycle, from technical planning and development to deployment and optimization. Designed and implemented custom CMS-based solutions, enhanced website performance, and applied strategic SEO improvements to increase online visibility and organic reach. Optimized user experience through responsive architecture, speed enhancements, and conversion-focused improvements.

Supported client growth initiatives by integrating marketing technologies and configuring paid advertising platforms to strengthen digital presence and customer acquisition. Ensured reliable hosting environments, secure configurations, and ongoing technical maintenance to maintain long-term performance and scalability.

Tools & Technologies

- CMS & Platforms: WordPress, Shopify, Webflow
- Development: HTML5, CSS3, JavaScript
- Hosting & Deployment: cPanel configuration, domain management, database setup
- Optimization & SEO: On-page SEO, technical SEO, website performance optimization, Core Web Vitals improvements
- E-commerce: Shopify theme customization, store configuration
- Marketing & Ads: Meta (Facebook) Ads configuration



SKILLS

CANVA

- CMS & Platforms: WordPress, Webflow
- Development & Debugging: WordPress debugging, React (component-level contributions), HTML, CSS, JavaScript
- Version Control: Git, GitHub
- Optimization & SEO: Website performance optimization, technical SEO, keyword research
- Data & Integrations: Airtable
- Collaboration Tools: Microsoft Teams