

MARK CHAVEZ

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TECHNICAL SKILLS

Front End | NextJS, ReactJS, Javascript, TypeScript, HTML, CSS, Bootstrap, Tailwind CSS, Sass

Back End | NodeJS, ExpressJS, Firebase, MongoDB, Shopify, WordPress, Sanity.io

Developer Tools | Git, Github, npm, yarn, Webpack, Babel

Testing/Deployment | Jest, Vercel, Netlify

EXPERIENCE

Web Developer | [Ryze Agency](#)

September 2023 - Present

- Developed and launched 25+ high-converting, mobile-first e-commerce websites on Shopify and WordPress, driving client revenue growth of up to 60% through advanced UX/UI strategies and lightning-fast, conversion-optimized checkout flows
- Led end-to-end development of custom themes from PSD/XD/Figma designs, consistently delivering 100% of projects ahead of schedule and 15% under budget, while setting a new standard for code quality and performance
- Integrated and customized 20+ third-party platforms (including CRM, fulfillment, payments, and marketing tools), resulting in a 50% surge in user engagement and significantly enhanced operational efficiency
- Partnered with the marketing team to integrate Google Analytics, enhancing data tracking and reporting, which led to data-driven decisions that improved customer retention by 20%

PROJECTS

NatureCity | [naturecity.com](#)

October 2024

E-Commerce Website

- Constructed a user-friendly e-commerce platform, enabling both users and guests to browse products, add/remove items from the cart, and simulate purchases, resulting in an intuitive shopping experience
- Implemented advanced Shopify Liquid templating to create personalized customer experiences, leading to a 40% increase in conversion rates
- Conducted performance optimization through lazy loading and code splitting, improving site load time by 25% and enhancing user engagement

The Village Dallas | [thevillagedallas.com](#)

March 2024

Team project for a residential community in Dallas, Texas

- Developed and maintained dynamic web pages for data display and entry, utilizing technologies such as HTML, PHP, and JavaScript to ensure optimal user interaction and data management
- Streamlined the Entrata API integration by developing automated processes for syncing resident data, reducing data inconsistencies and ensuring real-time updates across the platform for 18 communities
- Enhanced the website's performance through efficient coding practices, reducing server response times and optimizing database queries, resulting in a 35% faster page load time

PicBurst | [picbursts.netlify.app](#)

June 2023

A replica of the popular social media platform, Instagram

- Engineered robust user authentication and authorization systems using Firebase Authentication, ensuring secure access and a seamless login experience for users
- Integrated Firebase Firestore as a real-time backend solution to dynamically update and display user profiles, posts, comments, and likes, enhancing user engagement and interactivity
- Implemented server-side rendering with Next.js to optimize page load performance, achieving a Lighthouse SEO score of 90 and significantly improving search visibility and user experience

EDUCATION AND PROFESSIONAL DEVELOPMENT

Complete React Developer in 2023 (w/ Redux, Hooks, GraphQL) - Udemy

2023

JavaScript Algorithms and Data Structures Masterclass - Udemy

2023

The Complete 2023 Web Development Bootcamp - Udemy

2023

University of Florida - Bachelors of Arts, Business Administration

2022