Carlos Quesada Diaz

frontend developer
ui designer

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Professional profile

Developer and designer specialized in Web Development, Front-End, UI design and Product Design. With strong skills in web development technologies like HTML, CSS and the JavaScript language. 6 years of experience in developing websites and web apps with React, React Native, Vue, Astro, WordPress and WooCommerce. Experience with css frameworks like Bootstrap and Taildwindcss. Experience deploying websites on Linux Servers VPS, Plesk, cPanel, Vercel and Netlify. Proficient in version control systems, particularly Git and use of GitHub. Knowledge of SEO and SEM, Content Strategy, blogs and OnPage SEO. Website speed optimization.

Other data of additional interest:
» Driving license.
» Remote office in Canary Islands (available for relocation).
» Spanish nationality.

Hard Skills

Ui Design, SEO, Accessibility and others

Figma, Photoshop, Illustrator, Affinity Designer, Surfer SEO, SE Ranking, Google Tools, Wave Accessibility, ActiveCampaign, Mailerlite, HubSpot. ***Ask for more**
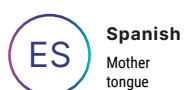
Languages, libraries, frameworks and CMS

JavaScript, PHP, HTML, CSS React, React Native, Vue, Next, Astro, Redux, Tailwindcss, Bootstrap, Storybook, Git, GitHub WordPress, WooCommerce.

Soft Skills

Teamwork, Proactivity, Self-management, Attention to detail, Verbal and written communication, Ability to give and receive feedback.

Spoken Languages

ES **Spanish** Mother tongue

EN **English** B2 Level Intermediate

DE **German** A1 Level Basic

Experience

*Please ask for more experience and clients

2018 › PRESENT **Frontend Developer & UI Designer**

SEO & Accessibility Specialist at MrCrab7. Las Palmas, Spain. Specializes in website design and development for local businesses, delivering user-focused and high-performance solutions. Key responsibilities:

» Designing and implementing Design Systems for consistent and scalable projects.
» Creating speed-optimized landing pages in Astro/Next to drive conversions.
» Developing React-based web applications of varying complexity.
» Implementing SEO best practices to improve search rankings and grow organic traffic.
» Ensuring compliance with WCAG accessibility standards.
» Creating and customizing PHP-based plugins to meet client-specific needs
» Collaborating with clients to align digital solutions with business objectives.

2017 **Frontend Developer & UI Designer**

Climbx Studio & Piquera Creativa Design Studio. La Habana, Cuba. Designed and developed user interfaces for various projects, focusing on creating seamless and intuitive user experiences. Built responsive front-end components and layouts using Bootstrap, JavaScript, and PHP.

2014 › 2016 **Freelance Designer & Developer**

Collaborated with Kalos Creativos (Cuban Company) & Various International Clients (USA, Italy) providing design and web development services.

2014 › 2016 **University professor**

Taught UI/UX Design principles and Front-End development to web design students. Led the Representation Department of the Visual Communication Design course. Higher Institute of Design.

Education

2014 › 2024 **Courses and postgraduate courses**

» **German A1** – VHS Steglitz-Zehlendorf. Berlin.
» **Level B2.2** – Official School of Languages of Telde. Spain.
» **React Fundamentals** – Platzi.
» **Asynchronism in JavaScript Course** – Platzi.
» **Google Analytics Academy Certificate** – Google Academy.
» **Content Creation Course** – Surfer SEO.
» **SEO and Monetization Course** – BIG SEO Academy.
» **Postgraduate Course**: Color Management for Digital Media – La Habana.
» **Postgraduate UX and App Design Course** – by Javier Simón Cuello.
» **Design Seminar** – Escola Massana of Design, Barcelona.

2009 › 2014 **Bachelor's Degree in Graphic Design**

Graduated with Honors. Higher Institute of Design, La Habana, Cuba Specialization in UI/UX Design and Front-End Development:
» Core Skills: User interface design, modern HTML, CSS, and JavaScript.
» Complementary Expertise: Marketing strategies, brand identity design, print design, and typography.

2005 › 2008 **Bachelor of Computer Science**

Raúl Cepero Bonilla Polytechnic Institute of Computer Science, La Habana, Cuba. Key topics and skills: Basic website programming with HTML, CSS, JavaScript, and PHP; foundational computer science concepts; computer architecture; hardware and software; server management; programming logic; knowledge of C and algorithm development.