

# Raymundo Alejandro Dominguez Esparza

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*Web Developer & UI/UX Designer*

*2 years crafting optimized web solutions focused on measurable outcomes.*

*Specialist in Astro/React and digital branding for SMEs.*

## PROFESSIONAL EXPERIENCE

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<b>Pori</b> Web Developer	<b>Durango, Mexico</b> 2024-present
<ul style="list-style-type: none"><li>• Spearheaded Pori's brand creation and visual identity development for web service offerings</li><li>• Identified business opportunities and partnered with diverse clients to deliver custom web design/development solutions</li><li>• Engineered reusable Tailwind CSS components, accelerating development workflows by 25%</li><li>• Implemented Astro framework to boost website performance (Lighthouse scores improved from 60 to 90+)</li><li>• Architected headless WordPress CMS implementations for seamless content management and frontend integration</li><li>• Managed full project lifecycle: strategic planning → UI/UX design → technical implementation → performance optimization</li><li>• Tech Stack: Astro, React, Tailwind CSS, Figma, Adobe Illustrator, Headless WordPress</li></ul>	
<b>Copymax</b> Administrador y Desarrollador	<b>Durango, Mexico</b> 2021– 2024
<ul style="list-style-type: none"><li>• Engineered Python/Tkinter sales system with SQLite integration, streamlining sales tracking and automated report generation</li><li>• Devised targeted marketing campaigns that increased customer acquisition through service personalization and CRM optimization</li><li>• Built custom React order management system enabling real-time status tracking (completed/paid/pending)</li><li>• Provided technical support including hardware/software repairs, network troubleshooting, and computer maintenance, ensuring 98% equipment uptime</li><li>• Acquired diverse technical skills: copier repair, graphic design (Adobe Suite), and customer service excellence</li></ul>	
<b>Multimedios Web</b> Junior Frontend Developer	<b>Durango, Mexico</b> 2020-2021
<ul style="list-style-type: none"><li>• Crafted React components with Tailwind CSS integration, enhancing UI consistency across 15+ web modules</li><li>• Implemented web design best practices that improved user engagement metrics by 20%</li><li>• Collaborated on cross-functional teams to translate UX prototypes into production-ready code</li></ul>	

## EDUCATION

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### INSTITUTO TECNOLÓGICO DE DURANGO

B.S. in Computer Systems Engineering

Specialization: Web Development

Thesis: "Reusable Component Development with Next.js & Tailwind CSS: Frontend Workflow Optimization"

**Durango,**

**Mexico**

*2017-2021*

## ADDITIONAL SKILLS

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- **Brand Strategy & Visual Design:** Full-cycle brand development from identity creation to marketing collateral redesign (Adobe Illustrator/Photoshop)
- **Technical Localization:** Native Spanish fluency with working knowledge of written English technical documentation
- **Cross-Functional Expertise:** Unique blend of technical development skills and customer-facing service experience