Luis Carrasco

Web Developer

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Frontend Engineer | Especialista en CMS & e-Commerce | Animaciones & Motion UI

Web developer with 10 + years building high-conversion marketing sites and e-commerce funnels. Expert in Webflow, WordPress and Shopify, modern CI/CD and performance-first delivery. I translate pixel-perfect designs into accessible interfaces that load in < 1s and convert users.

Experiencie

Wrks   2023.01 - Now

Full-stack Web Developer

• Built multiple websites end-to-end with Webflow, WordPress and Shopify.
• Managed server ops, e-mail accounts and HTML mailings for marketing campaigns.
• Migrated WordPress microsites to Webflow, cutting page-load time 43 % and maintenance tickets 30 %.
• Implemented a headless-CMS workflow that lets marketing launch landing pages in < 2 h without dev support.

Media Monks   2022.01 - 2023.01

Web Banner Animation Developer
(PayPal Global)

• Produced animated HTML5 banners for PayPal's global digital campaigns using HTML, CSS, JavaScript (GSAP), Google Web Designer and Figma.
• Built scheduled HTML/CSS e-mail campaigns that boosted promotional reach.

Mamut   2019.06 - 2021.09

Lead Web Developer

• Led website development for multiple advertising-agency clients.
• Delivered WordPress sites with custom HTML, CSS, JavaScript and PHP, adapting frameworks to each project.
• Ensured successful digital presence and performance across diverse industries.

Education

.2009 - 2012

Universidad Tecnológica de México

B.A. Communication Sciences

.20012 - 2013

Universidad Anahuac

Graduate Diploma, Digital Design (2012 – 2013)

Web Skills

HTML5	Advanced	Shopify	Advanced
CSS Nesting	Advanced	Figma	Advanced
Tailwind CSS 4	Advanced	Bootstrap 5	Advanced
JavaScript	Intermediate	Magento 1	Basic
Php	Intermediate	WhooCommerce	Advanced
Testing	Intermediate	REACT + NEXT JS	Basic
Gsap	Advanced	Google Web Designer	Advanced
Photoshop	Intermediate	GitHub	Intermediate
HTML Mailings	Advanced	Google Analitics	Basic
Wordpress	Advanced	Amazon Web Service	Basic
Webflow	Advanced		

Languages

English	Profesional
Spanish	Native

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