

# Jabal Torres

UI/ UX Designer, Marketing Web Developer, and Web Strategist

Greater Sacramento, CA

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Portfolio: [jabaltorres.com](http://jabaltorres.com)

## EXPERIENCE

### **ShotSpotter**, Newark, CA — *UI/UX Designer / Web Developer , Contractor*

March 2020 - Current

- UX design, web design, wireframes, mockups, and user flows.
- Web strategy, sprint planning, and project management.
- WordPress development, theme customization, and custom plugin creation.
- Codebase refactoring and continuous integration/deployment.
- Data reporting and analysis, tag management, and event tracking.

### **Synack**, Redwood City, CA — *Sr. Web Developer*

July 2020 - November 2021

- Full-stack web development for product marketing.
- Technical lead for all web development projects.
- Designed and created custom features and functionality for responsive and modular layouts..

### **Cribl**, San Francisco, CA — *Full-Stack Web Developer, Contractor*

August 2019 - October 2020

- UI and UX design for web marketing and demand generation
- Full-stack WordPress development and maintenance
- Designed and developed custom post types, templates, landing pages, shortcodes, and plugins.

### **Workday**, San Mateo, CA — *Sr. Web Producer / Marketing Developer*

August 2018 - August 2019

- Managed multiple web projects on an ongoing basis.
- Worked with marketing content creators, designers, and analytics professionals to design, build, test, and execute new website features and functions in order to continually improve conversion rates and other performance metrics.
- Collaborated with various stakeholders to create and execute web marketing concepts, campaigns and sites that supported the Adaptive Insights brand.

## DESIGN SKILLS

UI/UX Research & Design

Information Architecture

Wireframing

Prototyping

Visual Communication

Responsive Web Design

## DEVELOPMENT SKILLS

HTML5, CSS3, SCSS

PHP, JavaScript, jQuery

WordPress Development

Version Control

Agile and Scrum

## TOOLS / APPS

Figma, Sketch

Adobe CC, InVision

PHPStorm, VSCode

GitHub, Ahrefs

Google Analytics

Google Tag Manager

HubSpot, Marketo

## SOFT SKILLS

Curiosity

Empathy

Communication

Collaboration

## **Adaptive Insights, Palo Alto, CA — Sr. Web Developer**

April 2016 - August 2018 (Acquired by Workday )

- Designed and developed user-centered experiences to drive growth and conversions.
- Drupal 7/8 and WordPress theming and development.
- HubSpot design and development for landing pages, emails, custom modules, and templates..

## **Freelance Front End Developer, San Francisco, CA**

June 2014 - April 2017

- **WatchWith:** Created engaging and seamless consumer video experiences. Developed responsive, cross-browser web apps. Worked closely with creatives to implement designs with HTML5, SCSS and Angular.js.
- **Digital Meaning:** Technical lead for all client development projects. Managed scope of work, schedules, deliverables, and resource allocation for digital projects.
- **Al Jazeera Media Network:** UX design and front-end development. Created and maintained web-based UIs that were flexible, modular, and scalable for all web properties under the media network.
- **The Refinery Creative:** Developed a consumer-facing Digital Press Kit for AMC Mad Men Season 7 as a responsive single page flip book style app.

## **EDUCATION**

### **Art Institute of California, San Francisco, CA**

Web Design & Interactive Media - August 2011 - June 2014

## **CERTIFICATIONS**

### **Certified Scrum Master**

Scrum Alliance - 2018

### **Agile Marketing Fundamentals**

Agile Sherpas - 2018