

Jabal Torres

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

Greater Sacramento, CA

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Portfolio: jabaltorres.com

PROFESSIONAL EXPERIENCE

ShotSpotter | Newark, CA

UI/UX Designer / Web Developer , Contractor | March 2020 - Current

- Transformed user experiences through meticulous UX design, web design, wireframes, mockups, and user flows.
- Developed effective web strategies, facilitated sprint planning, and ensured successful project management.
- Utilized WordPress development to customize themes and create custom plugins, enhancing website functionality.
- Led codebase refactoring initiatives and implemented continuous integration/deployment for improved efficiency.
- Conducted data reporting, analysis, tag management, and event tracking to optimize website performance.

Synack | Redwood City, CA

Sr. Web Developer | July 2020 - November 2021

- Spearheaded full-stack web development initiatives, focusing on product marketing.
- Assumed the role of technical lead, guiding and overseeing all web development projects.
- Designed and implemented custom features and functionalities to enhance responsive and modular layouts.

Cribl | San Francisco, CA

Full-Stack Web Developer, Contractor | August 2019 - October 2020

- Crafted engaging UI and UX designs for web marketing and demand generation.
- Demonstrated expertise in full-stack WordPress development and maintenance.
- Developed custom post types, templates, landing pages, shortcodes, and plugins.

Workday | San Mateo, CA

Sr. Web Producer / Marketing Developer | August 2018 - August 2019

- Successfully managed multiple web projects, ensuring their seamless execution.

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

- Collaborated closely with marketing content creators, designers, and analytics professionals to improve conversion rates and performance metrics.
- Developed and executed innovative web marketing concepts, campaigns, and sites supporting the Adaptive Insights brand.

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 increase conversions.
- Specialized in Drupal 7/8 and WordPress theming and development.
- Executed HubSpot design and development, including landing pages, emails, custom modules, and templates.

Freelance | San Francisco, CA

Front End Developer | June 2014 - April 2017

- **WatchWith:** Created engaging and seamless consumer video experiences, developing responsive, cross-browser web apps. Collaborated closely with creatives to implement designs using HTML5, SCSS, and Angular.js.
- **Digital Meaning:** Oversaw scope of work, schedules, deliverables, and resource allocation for client development projects.
- **Al Jazeera Media Network:** Conducted UX design and front-end development, maintaining flexible, modular, and scalable web-based UIs for all network web properties.
- **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