

PETER RODRIGUES

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PROFESSIONAL SUMMARY

Front-End and UX Developer with 10+ years of experience designing digital experiences, corporate websites, web applications, and marketing initiatives. Combines UX strategy, front-end development, SEO, analytics, and digital marketing expertise to create user-centered solutions that align business and customer goals. Promoted to Front-End/UX Developer, leading user experience initiatives across products, applications, and corporate web properties.

PROFESSIONAL EXPERIENCE

Compunetix | *Front-End/UX Developer (2023-Present) | Web Developer (2016-2023)*

- Lead user experience strategy, interface design, and workflow development for product portals, applications, and web-based solutions.
- Create wireframes, user journeys, prototypes, and design specifications using Adobe XD.
- Partner closely with developers to ensure accurate implementation of visual designs and optimized assets through Zeplin.
- Design, develop, optimize, and maintain corporate websites and digital properties.
- Lead SEO and website optimization initiatives utilizing BrightEdge, Google Analytics, Visual Visitor, Google Search Console, and Google Ads.

Freelance Web Design & Development | *2014-Present*

- Consult with businesses and organizations to translate strategic objectives into effective digital experiences.
- Design and develop custom websites, branding assets, graphics, photography, and digital content solutions.
- Guide clients on hosting, content strategy, website maintenance, and long-term digital growth planning.

EDUCATION

M.A., Web Design and Development | Duquesne University | 2014-2016

B.A., Digital Media Arts | Duquesne University | 2010-2014

TECHNICAL SKILLS

UX/UI Design: Adobe XD, Photoshop, Illustrator, InDesign, Zeplin, Wireframing, Prototyping, User Flows

Front-End Development: HTML5, CSS3, PHP, WordPress

Digital Marketing & Analytics: SEO, BrightEdge, Google Analytics, Google Ads, Google Search Console, Visual Visitor