Rober Lopez
FrontEnd Dev . UX/UI Lover

👤 Profile

I specialize in designing and developing custom solutions in WordPress, Shopify, and Moodle for eCommerce, education, and corporate platforms. My daily work includes creating functional interfaces, connecting systems via APIs (Zapier, Google Sheets, Klaviyo, D2C), and managing hosting servers (GoDaddy, Ionos). I automate business and marketing flows, implement SEO and performance improvements, and collaborate with remote teams under EOS methodology. With over 7 years of experience, I combine logic, design, and scalability in every project.

★ Featured Projects

Multichannel eCommerce Automation System

Custom integration between Shopify, Klaviyo, and GoHighLevel for a health-focused eCommerce. Includes campaign automation, customer tracking, and event-based flows.

Internal Training eLearning Platform (Moodle + WordPress)

Self-managed educational platform with integrated video, forums, and assessments tailored to internal company staff.

Corporate System Integration via Internal and External APIs

Developed RESTful APIs to sync data between D2C, Baragent, Zapier, and Google Sheets, improving operational efficiency and automation.

High-Conversion Landing Pages

Interactive landing pages built with React, hosted on Netlify and Vercel, with embedded forms and performance tracking.

★ Technical Skills

Languages & Frameworks

PHP, JavaScript, TypeScript, HTML5, CSS3, SASS, Node.js, Angular, Laravel, React.

CMS & E-commerce

WordPress (custom themes/plugins), Shopify, WooCommerce, Moodle, Joomla, Drupal, Magento, PrestaShop

Integrations & APIs

RESTful APIs, Shopify Admin API, Klaviyo API, GoHighLevel API, Zapier, Google Sheets API, AI APIs, D2C, Baragent

Dev Tools

Git, GitHub, Bitbucket, CI/CD Workflows, Docker

Platforms & Services

AWS (EC2, Lambda), GoDaddy, Ionos, Netlify, Vercel

Details

Cuenca
Ecuador
+593 967158737
roberalopez18@gmail.com

Links

LinkedIn
Portfolio

Skills

Ability to Work Under Pressure

Computer Skills

Adaptability

Problem Solving

Ability to Work in a Team

Time Management

Teamwork

Marketing

Languages

Spanish

English

Hobbies

Enjoy working on side projects and cycling regularly to stay focused, energized, and creatively inspired through physical and mental balance.

Design & Prototyping

Figma, Canva, Adobe XD, Photoshop

Other Skills

Technical SEO, web performance optimization, ACF, Elementor, LMS development, process automation

💼 Experience

Senior Front-End Developer at Cariola Group, Miami

April 2021 — Present

Ecommerce Integration, Marketing Automation, Educational Platforms & Corporate Infrastructure

Responsibilities:

- Developed custom solutions in WordPress and Shopify for eCommerce and eLearning.
- Implemented internal LMS platforms using WordPress and Moodle.
- Managed and maintained various internal corporate platforms.
- Administered and configured servers on GoDaddy and Ionos.
- Built custom APIs to integrate internal systems (D2C, Baragent) and external services like Zapier and Google Sheets.
- Automated marketing campaigns using synchronized data from APIs.
- Developed internal dashboards with Angular and Node.js.
- Worked under EOS methodology, meeting quarterly strategic objectives.
- Integrated AI to personalize user experience and predict behavior.
- Ensured accessibility, SEO compliance, and Core Web Vitals performance.

Tech stack:

PHP, JavaScript, Angular, Node.js, TypeScript, AWS Lambda, Shopify Liquid, Moodle, WordPress, Zapier, Google Sheets API, D2C API, Baragent API

Tools:

Git, Postman, Visual Studio Code, Figma, Canva, Photoshop, Jira, Bitbucket, GoDaddy, Ionos

Front-End Web Developer at MyCodedMind Agency, Cuenca, Ecuador

April 2014 — March 2021

Web & eLearning Development for SMEs and Corporates

Responsibilities:

- Developed custom LMS solutions with WordPress and Moodle for local academies.
- Created eCommerce websites using Shopify, PrestaShop, and Magento.
- Customized advanced CMS platforms like Joomla and Drupal.

- Designed mobile-friendly, responsive interfaces.
- Worked in Scrum teams, actively participating in sprints and deliverables.
- Integrated third-party services such as CRMs, payment gateways, and Google Tag Manager.
- Optimized sites for SEO, accessibility, and loading speed.

Tech stack:

PHP, WordPress, Moodle, Shopify, Laravel, ACF, Elementor, PrestaShop, Magento, Vue.js, JavaScript

Tools:

Git, CPanel, WP Rocket, Photoshop, Figma, Trello, Adobe XD

✪ Education

Instituto Sudamericano, Technologist in Systems Analysis, Cuenca, Ecuador
January 2011 — January 2014

✪ Courses

Fundamentals of Digital Marketing, Google
2023

Web Performance & Accessibility, Google
2023

Professional WordPress Web Development, Platzi
2022