

# ALEC ORTEGA

## FRONT-END DEVELOPER

### EXPERIENCE

#### Front-End Developer 4/15 - Present

##### WeSpire - Boston, MA

- Developed new landing page for main platform to aid with user conversion. Engineered using modern CSS3 techniques and animations. Optimized for accessibility and performance on mobile devices.
- Identified opportunity for improvement using Mixpanel data and Intercom user research. Subsequently designed and engineered a new onboarding flow that better conveyed value proposition by targeting user's interests.
- Migrated Rails platform from separate mobile templates to a responsive framework using Foundation and Bootstrap. Implemented fallbacks and optimized for browsers IE8 and higher using Browserstack and Virtual Box.

#### Software Engineering Intern 10/14 - 4/15

##### WeSpire - Boston, MA

- Aided with continuous integration and researched automated test suites to test everything from code style, to visual regression testing, which ultimately cut manual QA time in half.

#### Tech and Design Intern 5/14 - 10/14

##### MassChallenge - Boston, MA

- Leveraging my design skill set, I became a point of reference for review of internal and external branding material before it was released. Led design initiatives and created branding material that was released to 10,000+ community members, mentors, finalists, judges, and keynote speakers.
- Closely supported 100+ startups and connected them to resources vital to their success and acceleration from a technical standpoint.

### VOLUNTEERING

#### Lead Mentor 12/14 - Present

##### Resilient Coders - Boston, MA

A volunteer-based program that "hacks" the opportunity gap by arming underserved youth populations aged 14-22 with coding skills. The goals are dual: increasing the diversity within tech culture and breaking the cycle of poverty. I lead mentorship for our more advanced cohort in partnership with Microsoft New England. I also give presentations on front-end development in partnership with the City of Boston's Operation Exit, the mayor's program to ready at-risk residents for the working world.

### AWARDS

#### React.js Conf Diversity Scholarship

Facebook - Spring 2016

#### MassChallenge Finalist

MassChallenge - Summer 2015

### SKILLS

**Programming Languages:** JavaScript, CoffeeScript, HTML5, Jade, Haml, CSS3, Sass, Ruby, Python, Java

**Frameworks & Libraries:** React.js, Node.js, Express, Bootstrap, Foundation, jQuery, GSAP

**Tools & Platforms:** Grunt, Gulp, Webpack, Github, Sketch, Photoshop

### PROJECTS

**Patch Panel:** Makes responsive grid and panel layouts possible.  
patchpanel.alecortega.com

**Twitter Battle:** Compare how search terms compete against each other in real-time.  
twitterbattle.alecortega.com

**Palatable:** Color palette inspiration directly within Slack  
github.com/alecortega/palatable

 alecortega.com

 @whynotdostuff

 github.com/alecortega

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