



Juan Pablo Tort

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BRIEF INTRO

As a freelancer, I love developing for SMEs, where the revenue for the work I do is much more tangible. Been a loner for a while, since it comes easy for me to perform all the roles required for in the digital world, considering myself a One-man-band. From UX oriented Project Leader, passing through SEO/SEM Specialist, all the way down to the web developer construction worker writing one line of code below the other.

I always find an interesting challenge starting a new project as well as landing on an already developed one, to find a way to give the best of me. The strongest principle I like to follow is an emphasized tendency for customer satisfaction; and strive for tidiness and methodology, in favor of meeting quality and for others to find my coding comprehensive, reusable and easy to aboard and follow up.

Now I feel like teaming up again. Share and take in knowledge with/from other co-workers, and spread my enthusiasm for work (and if there's time for fun it's always nicer). I tend to fit in easily in team environments and do my best to multitask and prioritize work in order to meet scopes, budgets, and deadlines; proactively coming up with ways to improve.

ONGOING

Lucius Hudson Inc.

2019

Bootstrap 4 based Wordpress Theme adaptation | Woocommerce customization for client's business model

As an art lover, it's always nice to contribute to the community. Lucius Hudson's canvasses have thousands of variations considering surfaces, materials, and dimensions. Besides that, the order's packing methods vary quite much depending on the amount and sizes, giving shipping options an interesting complexity. Shaping the platform to the customer's business model is always the challenge to cope with.

luciusHUDSON.com (online site) | luciusHUDSON.com (development site) | [humans.txt](https://github.com/humans)

Musicono

2018-2019

WordPress Woocommerce Custom Theme for massive vinyl records

Quite an interesting project! Currently working with just 35 k records for development purposes. Expecting around 2 million records (Woo products). Musicono imports from 5 different wholesale distributors around the globe. To deal with queries on such a huge database, I chose to host the site at AWS on an EC2 instance with a Relational Database (RDS) to be able to operate and scale on demand. Powering up the platform with the help of wpallimport.com plugins, I mapped every record on the distributor's CSV files with my product's matrix to run all the imports required to my WooCommerce products.

Features: Bootstrap based Custom Theme. single-product.php template connects to the discogs.com API, in order to GET the images and text of each record, using the EAN Code map their data.

musicono.com | [humans.txt](https://github.com/humans)

SKILLS

WordPress

★★★★★

Brown belt Wordpress twister. From scratch tailor made themes developer; or just theme customizations.

HTML5

★★★★★

Semantics is the key not only for markup, but for programming itself. That's my schema.org.

CSS3

★★★★★

Pretty glad to be part of the transition in which CSS3 is transforming how the web looks.

Javascript & jQuery

★★★★★

Always ready for manipulating the DOM

Bootstrap & Grid Systems

★★★★★

Bootstrap Ninja skills. Grid systems are essential, since I like my websites to look at it's best on virtually any screen size.

Git & SVN

★★★★

I -m on a committed relationship with safe coding. No admin skills, but fit enough to hang on to branches on a tree structured work team.

HIGHLIGHTS

Arteba Digital

2019

WooCommerce with Event Tickets Plus integration

E-commerce Tickets sold included QR code for redeeming tickets validity via app on the venue entrance.

Venue's partner policies did not allow QR scanning for ticket validation. Bummer!

arteba.digital | humans.txt

Catálogo Arteba Digital

2019

Wordpress Elementor Page Builder & Toolset Views plugins integration

Performed an Artists Works migration from itgalleryapp.com to Wordpress Dashboard as well.

catalogo.arteba.digital | humans.txt

AislaPur

2018

WordPress Bootstrap based Custom Theme

100% of its content it diligently planned to give relevance to an AdWords campaign of my authorship!

aislapur.com | humans.txt

Partido Democrata

2017

Wordpress Bootstrap based Custom Theme for Democrats in B,A.

partidodemocrata.org.ar | humans.txt

Bocas del Toro

2016-2017

WordPress Customized Child Theme

bocasdeltoro.com | humans.txt | [fraction theme](#)

Rio Café (out of business)

2016

Wordpress Bootstrap based Custom One Page Theme/Site

[restaurant template](#) | humans.txt

Superbia Studios

2014-2015

superbiastudios.com | humans.txt

EDUCATION

Da Vinci Unviersity

2010-2012

Website Design and Administration with Programming orientation

Da Vinci Multimedial Arts | davinci.edu.ar

St. John's School

1987-1998

International Baccalaureate (I.B. - I.G.C.S.E. exams)

Elementary & High School | stjohns.edu.ar

ABOUT MYSELF

My bible - My Chrome Bookmarks.

My surfboard - Sublime Text and GoCoEdit for mobile coding.

An obsession: Productivity. Learning as many keyboard shortcuts as I need, is never a waste of time. Most letters on my keyboard represent a Chrome Search Engine shortcut I use on a daily -or least weekly- basis.

PHP & Apache

★★★★★

Whenever a WordPress function is not available, or it demands too much resources usage, PHP is always handy.

Linux

★★★★

Serverside its always faster having shell access!

MySQL

★★★★

Ninja skills on how WordPress stores data

Amazon Web Service

★★★★

EC2, S3, RDS, VPC, IAM, Certificate Manager, Route 53, SES, among others for LAMP/LEMP oriented environments.

Google Ads

★★★★

Thoroughly meticulous strategist. The only road to a high CTR.

Among others

SEO, W3C, Let's Encrypt & Certbot, Cache, Minify & Beautify, Rich snippets, DNS records, Page Load Speed. Google Platforms: Ads, Adsens, Suite, Analytics, Webmaster Tools, Search Console, APIs, Tag Manager, My Business. Adobe: Photoshop, Illustrator, Bridge, Fireworks.