

JACOBO ABRAHAM ORTIZ HERNANDEZ

Senior Frontend and Wordpress Developer

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SUMMARY

With over 17 years of experience, I specialize in delivering scalable, high-quality web applications and custom digital solutions. As a Senior Frontend Developer at VesperaMX, I collaborate with clients to transform their ideas into reliable software while focusing on web development, UI/UX design, server administration, and IT infrastructure. My work emphasizes maintainability, performance, and long-term client satisfaction. My expertise lies in utilizing modern open-source technologies to build and maintain robust applications that meet diverse business needs. By prioritizing quality and user experience, I aim to provide solutions that empower organizations to achieve their goals effectively and efficiently.

EXPERIENCE

Senior Frontend Developer

06/2009 - Present

VesperaMX

Tijuana, Mexico

As a freelance Software Engineer and Web Developer, I specialize in custom web development while also providing consulting in UI/UX design, server administration, IT infrastructure, and technical support.

My primary focus is building scalable, maintainable web applications using modern open-source technologies, always prioritizing quality, performance, and long-term client satisfaction.

Senior Frontend Developer

10/2022 - 11/2025

Calsense

California, United States

- Spearheaded the development of a new mobile application using Angular, overseeing its design, architecture, and implementation.
- Originally built to support irrigation management, the application evolved into a robust enterprise solution with advanced features.
- Collaborated with the team to integrate .NET RESTful services, improve application performance, and implement scalable, maintainable code following industry best practices.

Senior Front End Developer

05/2019 - 10/2022

Metagenics

Location

- I was responsible for developing and enhancing enterprise web applications using Angular. I implemented new features, integrated RESTful APIs, built reusable and responsive UI components, and collaborated with backend developers to deliver scalable solutions. I worked closely with product owners, designers, and QA teams throughout the software development lifecycle, ensuring high-quality code, optimal performance, and an excellent user experience. Additionally, I participated in code reviews, debugging, performance optimization, and the maintenance of existing applications.

Senior Frontend Developer

12/2018 - 05/2019

LSAT Lab

California, United States

- At Last Lab, I was responsible for custom WordPress development and Moodle LMS integrations, building tailored solutions to meet client and business requirements. My work included developing custom themes and plugins, integrating third-party APIs, extending Moodle functionality, implementing authentication and enrollment workflows, optimizing application performance, troubleshooting production issues, and maintaining secure, scalable, and user-friendly learning platforms. I worked closely with project managers, designers, and stakeholders throughout the full software development lifecycle, from requirements gathering to deployment and ongoing support.

LANGUAGES

English Proficient ●●●●●

Spanish Native ●●●●●

CERTIFICATIONS

Foundations of Programming:
Object-Oriented Design

lynda.com

Foundations of UX: Multidevice
Design

lynda.com

jQuery for Web Designers

lynda.com

WordPress.com Essential Training

lynda.com

SKILLS

CSS · jQuery · JavaScript ·

Web Development · Web Design ·

WordPress · Graphic Design · HTML5 ·

HTML · Logo Design · CMS · Illustrator ·

XHTML · Photoshop ·

Front-end Development · Flash ·

LESS CSS · AngularJS · Front-end ·

Servers · Joomla · CSS3 · InDesign · Unix ·

Computer Technology ·

System Administration · E-commerce ·

ActionScript · Virtualization · IIS ·

PSD to Wordpress · PSD to HTML · PHP ·

PARSE · UIX · SASS · Web Applications ·

Cascading Style Sheets (CSS) ·

Content Management Systems (CMS)

EXPERIENCE

Software Engineer

06/2017 - 11/2018

[Zipdev](#)

Tijuana, Mexico

- Responsible for maintaining and supporting multiple client websites and web applications, delivering custom development solutions tailored to business requirements, performing website and server migrations while ensuring minimal downtime, and configuring and managing hosting environments, web servers, SSL certificates, and Linux-based infrastructure to ensure security, reliability, and optimal performance.

Contract Web Developer

10/2015 - 09/2017

[EXERTUS Marketing](#)

Tijuana, Mexico

I am in charge of website maintenance, development and sometimes deployment for different clients of the company. We use different frameworks and technologies to accomplish our client needs.

- Technologies Used: CSS, SASS, PHP, jQuery, HTML5
- CMS: Wordpress

Senior Front End Developer

10/2014 - 08/2015

[Sonata Services MX](#)

Tijuana, BCN

Built and maintained enterprise-grade applications using modern front-end technologies and frameworks, applying software engineering best practices, clean code principles, and industry standards to deliver secure, scalable, and high-quality business solutions.

Senior Frontend Developer

10/2013 - 10/2014

[eReach Consulting](#)

San Diego County, CA

Led the implementation of responsive web interfaces by transforming design concepts into production-ready applications. Developed custom functionality based on client requirements and integrated websites with third-party APIs, enterprise services, and Content Management Systems (CMS), ensuring seamless user experiences, scalability, and long-term maintainability.

Web Developer / Virtual Assistant / Graphic Designer

04/2010 - 10/2013

[OneShotFitness](#)

Tijuana, Mexico

- Designed, developed, and maintained the company's website from the ground up, delivering ongoing enhancements, updates, and technical improvements.
- Worked directly with the CEO, providing executive support while managing multiple business-critical technical and operational initiatives.
- Managed e-commerce product listings.
- Created optimized product feeds for platforms such as Google Merchant Center, Shopzilla, and PriceGrabber.
- Published online marketplace advertisements.
- Provided technical support to ensure the reliability and efficiency of daily operations.

Graphic Designer / Web Developer

10/2009 - 03/2010

[899webdesign.com](#)

Tijuana, Mexico

Played a key role in developing and integrating custom web solutions by transforming UI/UX designs into responsive, production-ready websites. Integrated applications with various CMS platforms and custom systems, delivering high-quality solutions tailored to each client's business objectives and technical requirements.

Frontend Developer

03/2009 - 06/2009

[Search Marketing Systems](#)

Tijuana, BCN

Led the implementation and integration of application features using a variety of modern web technologies and development frameworks. Delivered custom web solutions for clients across multiple industries, translating business requirements into scalable, high-performance applications while collaborating closely with cross-functional teams.

EXPERIENCE

Web Developer / IT Tech Support / SQA

05/2007 - 03/2009

[Creative Software International](#)

Tijuana, Mexico

Served in a multi-disciplinary role at Creative Software International, supporting the company across software development, design, and IT infrastructure.

- Designing modern user interfaces and transforming PSD designs into responsive, production-ready web and mobile applications.
- Managing and supporting the company's IT infrastructure, including hardware, software, networking, and end-user technical support.
- Leading front-end development and integration efforts, ensuring seamless collaboration between design and backend systems while delivering scalable, user-friendly applications.

Tier 1 Tech Support Agent for Verizon DSL & Dial Up Campaign

11/2006 - 04/2007

[Telvista Inc.](#)

Tijuana, Mexico

- Delivered Tier 1 technical support for Verizon customers
- Resolved internet connectivity and networking issues through phone and remote assistance
- Configured Linksys routers and set up home networks
- Assisted users with email client configuration, including Microsoft Outlook
- Diagnosed and resolved hardware, software, and connectivity problems
- Provided exceptional customer service and technical guidance

EDUCATION

Electrical and Electronics Engineering

01/2000 - 12/2003

[CETYS Universidad](#)

PROJECTS

ProofHQ

01/2016 - 01/2016

California, United States

As part of the development team at exertus, we provide different solutions and strategies for the client.

- Maintained high level of quality to satisfy client needs and goals
- Performed Joomla to Wordpress migration
- Integrated multiple sites into one Wordpress platform for easy management and maintenance

xink.io

10/2015 - 10/2015

California, United States

As a web developer for exertus, we are in charge of new modifications, 3rd party integrations and maintenance of new functionality for xink.io. They are a high quality company that requires high-end development tailored to their needs and specifications, our tasks are many and they range from small modifications to fully customizable pages and functionalities.

CIG Consultores - Expenses management tool

04/2015 - 04/2015

Tijuana, Mexico

- Expense management tool for lawyers and accountants
- Technologies used: PARSE, AngularJS, Git with BitBucket as subversion system, Heroku as deployment server
- Tool had to keep track of expenses and hours by partners as well to create reports.

Upgrade Program Integrated with Paypal Protocols as Payment Gateway. (www.suitebreak.com)

04/2015 - 04/2015

California, United States

- Integrated Design to accepted credit card payments using Paypal pro as a gateway.
- Technologies Used: PHP, jQuery, HTML and CSS.

PROJECTS

Suitebreak.

03/2015 - 03/2015

California, United States

- Integrated site to the WordPress platform.
- Installed and configured SSL certificates for main domain and subdomains.
- Worked on subdomains fandf.suitebreak.com and wellness.suitebreak.com, implementing the functionality that client needed for their designs.

NDA (Mortgage Landing Page Integration with Velocify)

02/2014 - 02/2014

California, United States

- Developed application that needed to be integrated into the Velocify Lead system of the client, this was achieved by using jQuery, PHP, HTML and CSS.
- System had to be able to send data entry from the user via email to client lead email manager and also post the data into the velocify system.
- Data user input had to be validated before sending to email and Velocify system.
- Form had to be able to display the data entry in steps providing the user with percentage of completion.

NDA (Insurance Landing Page: Wordpress Integration and jQuery Template Implementation)

12/2013 - 12/2013

California, United States

- Developed a small template using PHP and jQuery to retrieve data from a 3rd party provider
- Created a feature to retrieve zip code data from users' IP
- Implemented auto-fill for user zip code field
- Provided geo-location data results from different Insurance Providers

NDA (Loan Application using Webservices and PHP)

12/2013 - 12/2013

California, United States

- Created a web application that used SOAP in order to interact with a third party web service to retrieve mortgage loan data, the challenge was to integrate all of this using their current website that was built using WordPress as a CMS.
- Skills developed: - PHP (SOAP, simpleXML, Wordpress CMS, XML).
- - Wordpress migration and implementation
- - IIS 6+ Configuration and management.

NDA (Wordpress Integration)

10/2013 - 10/2013

California, United States

In charge of multiple site integration using wordpress CMS, Many of them were built from scratch and others were built using different themes depending on the needs of the client. I am in charge of most of the wordpress migrations and implementations into production environments.

FieldTechnologies Responsive Website.

05/2013 - 05/2013

California, United States

- PSD slicing of new design
- Wordpress integration using LESS and Bones theme
- Integrate design to use full power of bones theme fluid layout and features

Clearbritepools Wordpress Website

04/2013 - 04/2013

California, United States

- Wordpress design using photoshop CS6
- Sliced to Valid XHTML and CSS
- Wordpress Integration with custom post types
- jQuery and PHP Development

Ghamus: Tale of the Crimson Heart

04/2013 - 04/2013

Tijuana, Mexico

I am in charge of web development for the project.

PROJECTS

Realgymdeals.com Ecommerce Integration

04/2013 - 04/2013

California, United States

- Custom Theme Development with Fluid design for tablets and mobile devices
- Dashboard Improvement for product insertions
- Datafeed generation for Shopzilla, Google Base Merchant etc.
- Shopping Cart UI Experience improvements to increase sales

Server Virtualization and Migration to Windows Server 2012 with Hyper-V

04/2013 - 04/2013

Tijuana, Mexico

- Hardware and Software Setup with Windows Server 2012 and Hyper-V 2012
- Migrated old physical servers to Windows Hyper-V Extensions
- VHD
- Converted and Migrated Virtualbox Servers to Windows Hyper-V Extensions

Volusion Theme Creation

04/2013 - 04/2013

California, United States

- In charge of adding content and setting up the new theme on the volusion system.
- Creating categories structure and adding products to fit new design.

iMX (Iniciativa Mexico Inner Pages)

07/2011 - 07/2011

Tijuana, Mexico

- Worked in collaboration with the company <http://punto blu.com.mx/> to create this project.
- Helped by slicing the new designs using XHTML / CSS and jQuery.
- Over 20 inner pages sliced for this project.

Metagenics

11/2018 - 02/2022

California, United States

An advanced Angular-based platform designed to seamlessly present comprehensive user health information, empowering medical professionals with insightful data for informed prescription decisions. Developed by our company, this platform enhances the doctor's ability to prescribe tailored health products by delivering a user-friendly interface that consolidates and interprets vital health data.

Metamorphosis

09/2017 - 05/2019

California, United States

- In charge of implementation, modification, and maintenance using Moodle as a platform.
- Integrated stripe as a payment service using their subscriptions and payment API.

Split App

08/2017 - 09/2017

California, United States

Mobile hybrid app built using following technologies and frameworks:

- Ionic
- Angular 2

Kodak Lens US Site

02/2017 - 05/2017

California, United States

- In charge of Design Integration into the Wordpress platform
- Most of the coding involved the ECP Store location system
- Originally used the WPSL store plugin but modified for client needs
- Added core business logic including coupons, categorization by tier, and distance calculations by user IP and store address location
- Skills applied: PHP, PSD to HTML5, CSS3, SASS, jQuery, Wordpress Customizations, and Plugin modifications

Mendoza Family Dentistry & Associates Website

03/2015 - 05/2015

Tijuana, Mexico

- Redesigned and improved the new website using Materialize CSS and WordPress as the CMS platform
- Installed and configured SEO plugins and analytics dashboard in WordPress

PROJECTS

raceHQ (Project Management System for Races)

10/2014 - 05/2015

California, United States

Client wanted to create a new version of the application, this was achieved by converting the rails application into a Restful service that was consumed by a SPA application that was created using angularJS.

- Integrated initial design using angularJS framework
- Created custom directives for the application
- Converted jQuery plugins into angularJS Directives
- Created sections that were not on the initial design, improvising some of the views and applying the necessary functionality using the legacy application as reference
- In charge of deployment for development and testing environments using heroku and git tools

Laser Medic

09/2011 - 12/2012

Tijuana, Mexico

- Redesigned several sections of the application, implemented some of the redesigned functionality and directed the team in charge of the application.
- Redesigned security in the system, Sales module, Appointments module, Patients module, Inventory module.
- Implemented design patterns all across the application.
- Developed several modifications to the system.

Emphasys Technology

09/2008 - 10/2011

California, United States

- Design, development and implementation of several applications to support the Real State Management product they sell.
- Broker Office: Developed in Asp.Net 2008, using several versions of Telerik web Controls and creating custom skins for them, this application was programmed using 3 tier architecture.
- Elite's Setup Wizard: Program that generates most of its forms dynamically using a custom made library to load XML files that hold visual properties of them.
- IM&C: Developed using Ironspeed 6.1, using custom code and forms.