


ROBERT RODRIGUEZ

SENIOR WEBSITE DESIGNER & DEVELOPER

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 ROBERT@RODRIGUEZ.DIGITAL

 ROBERTRODRIGUEZ.IO

Self-taught Senior Web Designer and Developer with 10+ years of experience delivering high-performance, accessible websites and scalable digital products across public and private sectors. Skilled in leading teams, modernizing platforms, and creating accessible, user-focused experiences. Proven track record of improving performance, workflows, and engagement across public and private sectors.

SKILLS

- › **Front-End Development:** HTML, CSS, SASS, JavaScript, jQuery, React, Gatsby
- › **Back-End & Server:** PHP, MySQL, Node.js, Apache, Windows (IIS) & Linux server administration
- › **CMS:** WordPress, Drupal
- › **Tools & Platforms:** Git, VS Code, Adobe XD, Figma, Photoshop, Illustrator
- › **Other:** Responsive Design, Web Accessibility, SEO/Analytics, Email Campaigns (design, coding (MJML), and deployment using platforms like Mailchimp)

PROFESSIONAL DEVELOPMENT

Self-taught web developer with over a decade of applied experience across public and private sectors. Gained expertise through continuous learning, mentorship, and hands-on development of web technologies. Regularly study documentation, industry blogs, and open-source codebases to stay current with evolving technologies and accessibility standards.

EXPERIENCE

• Digital Communications Designer

California State University | Fullerton, CA

June 2018 – Present

- › Built and maintained high-traffic university websites, landing pages and interactive storytelling features using React, HTML, CSS (SASS), and JavaScript, ensuring WCAG 2.1 accessibility compliance.
- › Spearheaded the migration of the university news platform to WordPress, streamlining editorial workflows and boosting performance. Upgraded PHP on web servers and configured MySQL databases to support WordPress installation.
- › Designed and launched the University Magazine website using GatsbyJS, a static site generator.
- › Built custom WordPress submission form using REST API and React, enabling campus-wide content contributions.
- › Collaborated with designers using Adobe XD to design and develop prototypes into accessible front-end components.
- › Helped manage department web and database servers.
- › Collaborated with IT and accessibility teams to ensure ADA/Section 508 compliance.
- › Led training sessions for non-technical staff to manage content independently.
- › Supported SEO and analytics by integrating structured data and performance enhancements.

EXPERIENCE (CONT.)

- **Freelance Website Designer & Developer** _____ September 2010 – Present
 - › Developed custom websites for small businesses, using HTML, Javascript, SASS, PHP, static site generators and open-source CMS platforms.
 - › Deployed client websites to custom cloud hosting environments, managing configuration and performance.
 - › Delivered clear, client-focused training to ensure independent website management.
 - › Designed easy-to-use and innovative UI/UX solutions.
 - › Collaborated closely with clients to define requirements and deliver tailored solutions.
- **Director of Website Development** _____ January 2018 – June 2018
360 Business Consulting | Orange, CA
 - › Oversaw web design projects end-to-end, managing production schedules and client communication.
 - › Managed load-balanced cloud hosting infrastructure for 20+ client websites.
 - › Directed and supported a team of junior designers and developers.
 - › Played a key role in RFPs and client pitches, combining technical and creative expertise.
 - › Led CMS training workshops for 20+ users at a time, focusing on content editing for public sector clients such as school districts.
 - › Participated in budget planning and strategic decisions with the executive team.
- **Director of Design** _____ January 2016 – December 2017
360 Business Consulting | Orange, CA
 - › Led creative direction across all client work, including UI/UX, branding, and digital assets.
 - › Revamped company branding to align with evolving digital strategies.
 - › Managed design production across web, social, and print.
 - › Actively involved in pre-sales design consultations and presentations.
- **Website Designer** _____ June 2013 – December 2015
360 Business Consulting | Orange, CA
 - › Created and managed quality design assets in a fast-paced, production-driven environment.
 - › Responsible for email campaign design and deployment.
 - › Designed and developed responsive websites using HTML and CSS.
 - › Implemented complex CMS solutions for large-scale clients.
 - › Managed daily website content updates.
 - › Worked directly with clients and sales to design/develop effective marketing solutions.