



José Manuel Paulino Germán

Front-end Developer & Designer

📍 Miami, Florida | 📞 +1 (786) 212 3146 | @ josepaulinog@gmail.com | 🌐 Website

Summary

Senior Front-End Developer with 15+ years of experience building high-performance websites and ecommerce experiences across **Shopify, WordPress (Sage), React, and Next.js**. Expert in **HTML, CSS, JavaScript, Liquid, and PHP**, with deep strengths in UI/UX, animations, performance optimization, and email development & marketing automation.

Skills

Frontend Development

React, Next.js, JavaScript, TypeScript, jQuery, HTML5, CSS3, Tailwind, Sass, GSAP, ScrollTrigger, Lottie



Ecommerce & CMS

WordPress (Sage 10, Blade, ACF, Gutenberg), Shopify (Liquid, metafields, scripts), Drupal, WooCommerce, Shopify Plus



Design & UX

Figma, Adobe XD, Photoshop, Responsive UI/UX, Component-based design, Interaction design



Email Marketing

Klaviyo, Mailchimp, MJML, Zoho Campaigns, A/B Testing, Automation, Deliverability Optimization



Performance & SEO

Lighthouse, PageSpeed, Core Web Vitals, Structured Data, Lazy Loading, Accessibility (WCAG 2.1)



Analytics & Tooling

Google Analytics, Hotjar, Multivariate Testing, Git, GitHub, Jira, Trello, ESLint, CLI basics



Experience

Perry Ellis International

Web Designer

🌐 <https://www.perryellis.com/>

May 2025 - Present

Miami, Florida

- Build and maintain high-performing Shopify experiences for the Golf Apparel division, using custom **Liquid templates, metafields, dynamic badges** and JS-based UI enhancements.
- Design and configure responsive **Shopify Plus email campaigns**, improving engagement and consistency across devices.
- Convert **Photoshop** designs into fully built Klaviyo email campaigns, incorporating responsive layouts, GIF animations, dynamic countdown timers, and branded promotional banners.
- Implement site-wide promotions, homepage takeovers, and seasonal campaigns using Shopify **sections** and scripts.
- Collaborate with the marketing team to translate **Photoshop layouts** into pixel-perfect production code.
- Ensure accessibility, cross-browser stability, and top-tier performance across all digital assets.
- Contribute to brand storytelling through layout design, typography systems, and motion principles.

Experience

FreeBalance

July 2019 - April 2025

Senior Web Developer

Miami, Florida

<https://www.freebalance.com/>

- Led front-end development of the corporate site and marketing ecosystem using **WordPress + Sage 10**, Blade, ACF, and custom JS/PHP, delivering a faster, more flexible, and maintainable platform.
- Reduced page load times and improved Core Web Vitals, contributing to a **25% increase in organic traffic**.
- Developed custom microsites and portals, including **FISC 2025**, FreeBalance Academy, and the Partner Portal, integrating **CRM systems, scheduling tools, and automated workflows**.
- Key contributor to the **Aurora Code Companion**, a visual builder inside the FreeBalance Accountability Suite.
- Implemented automated lead-gen and email marketing flows across **Mailchimp, Zoho, and Arlo**, improving engagement and conversion rates.
- Worked closely with product, marketing, and design teams to deliver user-focused, mobile-first digital experiences.

OnPoint

February 2017 – June 2018

Senior Web Developer

Miami, Florida

<https://www.onpointglobal.com>

- Led front-end development for **DMV.com**, one of OnPoint's highest-traffic consumer platforms, serving millions of users seeking state-specific DMV services, guides, and transactional workflows.
- Built responsive interfaces with **HTML5, CSS3, JavaScript, jQuery**, and a customized Bootstrap framework.
- Developed custom WordPress themes and templates to support high-volume content publishing, SEO strategies, and state-by-state content variations.
- Improved UX for forms and service flows, increasing task completion and reducing user friction.
- Enhanced site performance with lazy loading, asset optimization, and caching improvements.
- Used Google Analytics and Hotjar to analyze user behavior and guide UX and content decisions.
- Collaborated with SEO, content, and product teams to ensure optimized architecture and structured data.

BNamericas

September 2014 – May 2016

Front-end Developer

Santiago de Chile

<https://www.bnamericas.com/>

- Co-developed the complete redesign of BNamericas, a business intelligence platform serving thousands of enterprise users across banking, telecom, infrastructure, mining, oil & gas, and energy sectors.
- Designed and prototyped the platform's **information architecture**, creating low-fidelity wireframes and interactive prototypes to validate user flows, access levels, and subscription-based content permissions.
- Built responsive layouts using **HTML5, CSS3, jQuery**, and a fully customized Bootstrap framework tailored to the platform's performance and UI requirements.
- Implemented dynamic behavior for mobile and desktop, integrating plugins and custom interactions to improve navigation, readability, and content discovery.
- Contributed to UX decisions around typography, layout systems, color palettes, and graphical interface design.

Certifications

Front-End Web Development with React

January 2021 – April 2021

Hong Kong University of Science and Technology

[🔗 Course Details](#)

Completed a comprehensive course on React development.

Front-End Web UI Frameworks and Tools

July 2021 – October 2021

Hong Kong University of Science and Technology

[🔗 Course Details](#)

Gained expertise in front-end UI frameworks and tools.

React - The Complete Guide (incl Hooks, React Router, Redux)

January 2023 – March 2023

Udemy

[🔗 Course Details](#)

Comprehensive course covering advanced React concepts.

Languages

Spanish

Native speaker



English

Fluent in speaking and writing



Education

Pontificia Universidad Católica Madre y Maestra

March 2000 – August 2004

Industrial Engineering

Bachelor's Degree

[🔗 University Info](#)

Focused on engineering principles, problem-solving, and process optimization.

Universidad Antonio de Nebrija

February 2007 – January 2008

Industrial Design, Digital Design & Animation

Master's Degree

[🔗 University Info](#)

Specialized in digital design, animation, and product development.

Launchcode

June 2018 – May 2019

LC101 Coding Course

Web Development

[🔗 Course Info](#)

Gained expertise in web development, object-oriented programming, and frameworks like Django and Flask.