

Austin Torres

(908)-875-8077 | austintorres578@outlook.com | [LinkedIn](#) | [GitHub](#) | [Website](#)
Union, New Jersey

Skills

Core Technologies: HTML, CSS, JavaScript, React, WordPress, PHP

Frameworks/Libraries: Bootstrap, SASS, Grid, Flexbox

Tools: Git, Figma, SEO

Other: Accessibility, Responsive Web Design, API Connectivity, WpBakery, Elementor

Experience

Kraus Marketing

Morristown, New Jersey

Junior Web Developer

(Mar 2023 - Present)

Technologies used - HTML, CSS, Javascript, Wordpress, PHP

- **Developed WordPress 15+ websites** for clients across diverse industries, delivering tailored solutions to meet business objectives.
- **Launched 20+ webpages** for Kraus Marketing's personal website, focusing on portfolio items, career pages, and service advertising to enhance user engagement and functionality.
- **Translated Figma designs** into pixel-perfect, mobile-responsive web pages, ensuring high fidelity and user-friendly experiences.
- **Collaborated with clients** to provide technical support, explain site features, and resolve issues effectively.
- **Executed maintenance tasks**, including updates, troubleshooting, and performance optimization for a wide range of client websites.
- **Optimized websites for SEO** by implementing best practices, including meta tag configuration, image optimization, and schema markup, resulting in improved search engine rankings for client websites.

Relevant Local Media

Wayne, New Jersey

Web Developer

(Nov 2022 - Feb 2023)

Technologies used - HTML, CSS, Bootstrap, Javascript, React, Wordpress

- **Designed and launched WordPress websites** for new restaurant clients, tailoring functionality to industry-specific needs.
- **Enhanced existing WordPress websites** by implementing client-requested changes to improve usability and alignment with business goals.
- **Developed a custom form** using React and the Monday API to streamline client onboarding, integrating new clients directly into the Monday workflow manager.
- **Enhanced website SEO** by applying best practices such as meta tag optimization, image compression, and schema markup, driving improved search engine visibility and rankings for client websites.

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Projects

Weather Channel – Personal Project ([Link](#))

Technologies used: HTML, CSS, JavaScript, React

- **Created a highly accurate clone of the Weather Channel website**, replicating both design and functionality by leveraging a Weather API to deliver real-time weather data.
- **Implemented advanced search functionality**, allowing users to retrieve precise temperature and weather statistics using zip codes or location names.
- **Designed dynamic visuals**, including images and color schemes that automatically adapt to the time of day and location for an engaging user experience.
- **Integrated local storage to preserve recent searches**, ensuring seamless user continuity on page reload.
- **Ensured a fully responsive design**, providing an optimal browsing experience on both desktop and mobile devices.

Game Database – Personal Project ([Link](#))

Technologies used: HTML, CSS, JavaScript, React

- **Leveraged the RAWG Video Games Database API** to build a comprehensive video game database with advanced search capabilities across multiple categories.
- **Implemented multilayered search functionality**, enabling users to find games by genre, console, or name for a tailored browsing experience.
- **Ranked games dynamically by Metacritic score**, ensuring users see the highest-rated titles first.
- **Developed dynamic game-specific pages** that showcase platforms, release dates, genres, developers, publishers, descriptions, and screenshots.
- **Integrated local storage to retain users' last search**, providing a seamless experience on reload.
- **Designed dynamic backgrounds** that adapt to the selected game, enhancing the visual appeal of the application.
- **Ensured responsive design**, delivering a smooth and engaging user experience on both desktop and mobile devices.

Perfect Lighthouse Score – Personal Project ([Link](#))

Technologies used: HTML, CSS, JavaScript

- **Configured the project to maximize accessibility**, ensuring usability for individuals with a wide range of disabilities.
- **Converted images to next-gen formats** (e.g., WebP) to enhance website performance and reduce load times.

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- **Optimized code for SEO** by adhering to best practices, improving search engine visibility and rankings.
- **Ensured responsive design** for seamless functionality across both desktop and mobile devices.
- **Integrated a functional form** that enables users to send emails directly to me, streamlining communication and inquiries.

Xfinity Clone – Personal Project ([Link](#))

Technologies used: HTML, CSS, JavaScript

- **Developed a highly accurate replica** of the original Xfinity website home page, replicating its design and layout with precision.
- **Achieved seamless responsiveness**, ensuring the website provides an optimal viewing experience on both desktop and mobile devices.
- **Implemented robust JavaScript functionality** to mirror the original website's features and interactivity, creating a nearly indistinguishable user experience.

Education

Associates in Architecture

Sept 2019-May 2021

Union County College