

# John Alferez

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## SKILLS

**Technical Skills:** PC Assembly & Troubleshooting, Windows 10/11, macOS, Microsoft Office, HTML, CSS, JavaScript, Git, JAMstack (Eleventy, Decap CMS, Snipcart, Netlify), PostgreSQL (Basic).

**Soft Skills:** Communication, Problem-Solving, Time Management, Customer Service.

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## EXPERIENCE

### Freelance Frontend Web Developer

**Freelance**

**July 2025 – Present, Houston, TX**

- Building and deploying custom websites for small businesses using HTML, CSS, and JavaScript, consistently improving usability and branding.
- Implementing responsive design strategies across all projects, ensuring 100% device compatibility across 20+ devices tested.
- Optimizing website performance and SEO for client sites, leading to improved search visibility and increasing site traffic by 15% on average.
- Collaborating with clients to gather requirements, design mockups, and deliver tailored solutions for each project.

### Flooring Sales Associate

**Home Depot**

**February 2023 – April 2025, Burleson, TX**

- Provided accurate cost estimates for labor and materials, improving project planning accuracy.
- Demonstrated strong knowledge of flooring materials, styles, and installation techniques, leading to a 10% increase in customer conversions.
- Maintained up-to-date knowledge of flooring trends and technology, enhancing customer consultations and driving a 10% increase in sales.

### Frontend Web Developer Intern

**Southwestern Adventist University**

**January 2023 – May 2024, Keene, TX**

- Created and updated responsive web pages using HTML and CSS.
- Debugged and optimized front-end code, reducing page load times by 20% and improving overall user experience.
- Gained experience with version control using Git and GitHub, collaborating on 1 team project and managing 5+ commits.
- Occasionally managed with PostgreSQL for simple data access tasks.

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## PROJECT

### Treetop Bakery – JAMstack E-Commerce Web App

Personal / Independent Project • [treetopbakery.netlify.app/](https://treetopbakery.netlify.app/) • September 2025 – Present

- Developed a JAMstack-based bakery website using Eleventy (11ty), Decap CMS, and Snipcart to enable customers to browse products, place online orders, and select pickup or delivery options, improving online accessibility by 100% from the bakery's previous offline process.
- Implemented dynamic content management and CI/CD workflows with Netlify for seamless updates and secure deployment, reducing manual maintenance time by over 60%.
- Collaborated on design and CMS configuration to deliver a clean, branded interface that's easy to update and scale for future product additions.

### BrightSpace CL

BrightSpace CL (Local Small Business) • [brightspacecl.com](https://brightspacecl.com) • June 2025 – Present

- Designed and developed a responsive multi-page website using HTML, CSS, and JavaScript, improving load speed by 25% and ensuring compatibility across 20+ devices.
- Created a modern layout with a transparent navigation bar, hero section, gallery, and contact form for client inquiries.
- Implemented a dynamic "Verse of the Day" feature with JSON and JavaScript.
- Optimized site structure and metadata for SEO, improving search visibility for a local service business and increasing site traffic by 15%.

### AdventShare

Southwestern Adventist University • [github.com/CSIS-315-Project/AdventShare](https://github.com/CSIS-315-Project/AdventShare) • August 2024 – May 2025

- Created clear documentation for the website to support development and simplify future maintenance by 5%.
- Collaborated with a team to align development with project goals, ensuring user-friendly navigation and functionality that improved user satisfaction (measured via feedback).
- Created and tested dummy data to validate features and ensure accurate data handling during development, speeding up testing cycles by 25%.

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## EDUCATION

### Bachelors of Science in Computer Science

Southwestern Adventist University • Keene, TX • 2025

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