Joseph Rivera

CONTACT

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PROFILE

Frontend developer with 8+ years of experience building responsive, high-traffic web applications. Skilled at creating pixel-perfect, performant interfaces that improve engagement and conversions across devices. Experienced with real-time dashboards, scalable component architectures, and animation-driven storytelling.

SKILLS

Frontend: React, TypeScript, Next.js, JavaScript, HTML/CSS, SASS/LESS, Tailwind, Bootstrap, Handlebars

State & Data: Redux, Zustand, React Query, PostgreSQL, Prisma, MongoDB

T**ooling & Testing**: Docker, Jest, React Testing Library

CMS & Design: WordPress, Elementor, Adobe Commerce, Adobe Creative Suite

Additional: Responsive design, accessibility (WCAG), cross-browser support, performance optimization, component architecture, API integration.

💼 EXPERIENCE

FRONTEND DEVELOPER - CONTRACT
LEVEL STUDIOS | Jun 2025 - Present

- Delivered pixel-perfect product and marketing pages for a consumer electronics client, ensuring performance across device breakpoints.
- Engineered interactive components and scroll-based animations that increased on-page engagement while maintaining accessibility and compliance.
- Optimized component architecture and reduced duplication by leveraging internal frameworks and design systems, improving long-term maintainability.

E-COMMERCE UX DEVELOPER - CONTRACT
HARBOR FREIGHT | Mar 2025 - Jun 2025

- Developed responsive landing and product pages, improving site performance and user experience for millions of monthly visitors during national campaigns.
- Launched promotional layouts in collaboration with marketing teams, contributing to increases in click-through and conversion rates.
- Implemented dynamic content variations to support A/B testing initiatives and guide personalization strategy.

WEB DEVELOPER
COPA INNOVATION LABORATORIES | Sep 2019 - Sep 2024

- Led development of the COPA Score Dashboard using React and TypeScript, integrating frontend components with backend data to surface percentile rankings and dynamic performance visualizations.
- Maintained and iterated on internal web applications, ensuring scalability, stability, and seamless experiences for athletes, coaches, and scouts.

WEB DEVELOPER
YARDI SYSTEMS | May 2017 - Aug 2019

- Built and maintained customer-facing UI, improving usability across browsers and devices.
- Delivered responsive layouts that adhered to accessibility standards and internal brand guidelines.
- Standardized reusable components and page templates, improving development speed and visual consistency across property sites.

📁 PROJECTS

HeatCheck Hub — NBA analytics dashboard showing live scores, trends, and 2K-style player ratings using React, Zustand, and React Query.
DevBolt.io — Built a custom Express + Prisma backend to replace Strapi and added unit and integration tests on the frontend, improving data structure, validation, and reliability.

🎓 EDUCATION

B.A. MEDIA ARTS & TECHNOLOGY (2013 - 2016)
UNIVERSITY OF CALIFORNIA, SANTA BARBARA

COURSEWORK IN COMPUTER SCIENCE & DESIGN (2011 -2013)
UNIVERSITY OF CALIFORNIA, DAVIS