

# Alec HERNAEZ

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## Profile Summary:

Web Developer and graduate of NAIT's Digital Media and IT program (Web Design and Development concentration) with hands-on experience in Astro, React, PHP, WordPress, and Shopify theme development. Dedicated to build SEO-optimized, accessible, and user friendly websites while fostering strong client relationships and maintaining a commitment to continuous learning and growth.

## Skills:

**Languages:** HTML5, CSS3, JavaScript, PHP, SQL

**Frameworks:** React, Astro.js, Tailwind, WordPress, Liquid

**Tools & Platforms:** Git, GitHub, Figma, Shopify, Adobe Photoshop, Adobe Lightroom

**Soft Skills:** Collaboration, communication, adaptability, problem-solving, Scrum work management.

**Workflow Tools:** Google Workspace, Microsoft Office, Trello

## Projects:

**Clean-Up Green** - Project Lead & Developer

- Led the design and development of a custom Shopify theme for a Capstone client needing an e-commerce site.
- Facilitated a Design Sprint with a team of designers and developers to align UI/UX goals with client's needs.
- Implemented predictive search and item notifications components to enhance user experience and shop functionality.
- Revamped client's web content to align with SEO best practices and improve audience engagement.

**Sean Lecomber** - Project Lead & Designer

- Built a responsive portfolio site for a Capstone client in the comedic arts using Astro.js.
- Facilitated a Design Sprint to align with the client's goals and design decisions.
- Deployed site via Vercel and integrated a lightweight backend using Sanity for content management.

**PhotosByAlec (Ongoing)** - Personal Project

- Developing a portfolio website to showcase photography work using Astro.js with plans of implementing a secure client album delivery system for photo downloads.

## Education:

**NAIT**

September 2023 - April 2025

- **Diploma** - Digital Media and IT [Web Design and Development]

## Work Experience:

**Freson Bros. Fresh Market Rabbit Hill** - Clerk

September 2022 - Present

- Provided customer service, maintained inventory, assisted with item production.
- Maintained operations through equipment maintenance and department upkeep.

**Freson Bros. Fresh Market Glenora** - Training Staff

June 2024 - August 2024

- Trained new members on SOPs, supervised production workflow and ensured quality standards.
- Coordinated customer support and managed procurement for production materials.