

Ruben Del Rio

Senior Web Developer

Ruben is a full-stack developer with an eye for polished design and a heart for nuanced software. He'll consistently deliver pure, clean, maintainable code with a smile. He's built boutique web experiences for dozens of clients and maintained the web infrastructure for dozens more. While not working, he's cultivating passions for photography, data visualization, sim building games, and all things musical.

Contact

(407) 536-9874
me@rdelrio.com

rdelrio.com
github.com/rbndelrio
linkedin.com/in/rdelrio

Experience

Owner

Fractal Weave

The freelance outfit for yours truly

Fractal Weave emerged from the grand culmination of my agency experience. It aims to preserve the best agency processes while deriving elegant solutions from other industries where the agency promise falls short. This means software architectures that minimize vendor lock-in, a more nuanced approach to estimates & billing, and mechanisms that encourage creative ideas.

- Developed marketing site for medical SaaS company (see Projects > Medchat)
- Co-developed frontend for a multi-state pet-sitting franchise
- Created the website for a property holdings company in the hospitality industry
- Established a dedicated container-oriented hosting environment for lightweight websites
- Currently building and open sourcing a toolchain for automating responsive email templates

Freelance Web Developer

The Beaux Arts Digital

Creative agency specializing in boutique web designs

I've collaborated with The Beaux Arts since 2019 and became involved on a full-time basis in 2021. Responsibilities have included website development, features & long-term support for existing sites, and advanced email template development. Clients I've produced work for include interior design & architecture firms, furniture companies, a real estate broker, and a financial institution.

Oct 2021 - Present

Durham, NC

May 2021 - Present

Remote | New York, NY

Skills

Frontend Development

Vanilla JS / ECMAScript

TypeScript

Vue.js

React

Alpine.js

Nuxt.js + Next.js

Vue Composition API

React Hooks API

Vite / Snowpack / Rollup

Advanced Bootstrap configs

ITCSS & BEM (SCSS)

Atomic CSS (Tailwind)

SVG animation (Lottie)

2D Canvas (PixiJS)

WebGL (Three.js)

GLSL Shaders (limited)

Core Web Technologies

WCAG 2.x Compliance

WAI-ARIA Specifications

Structured Data, JSON-LD

Page Speed Optimization

Web Components API

WebExtensions APIs

WebAssembly (Rust)

- Built a WordPress site with a Laravel-like structure using Blade templates, Tailwind CSS, and Alpine.js
- Implemented Nuxt.js-based serverless frontend for a headless WordPress backend
- Maintained direct contact with clients for consultation and technical support
- Created an in-house email builder framework to streamline marketing campaigns
- Built custom API integrations for Constant Contact and MailChimp
- Created a custom iFrame communication library for pulling dynamic data from a closed platform in a ToS-compliant way
- Built and delivered complete static landing pages and event emails with same-day notice.

GraphQL APIs

Legacy Technologies

JQuery + JQuery UI
 Ember.js
 Grunt / Gulp / Bower
 Bootstrap 3.x / Foundation
 Advanced Responsive Emails
 Email Signatures
 Pug + CoffeeScript
 Indented Sass Syntax
 Adobe JSX scripting

Lead Web Developer, System Administrator

Nov 2017 - May 2021

Findsome & Winmore

Hybrid | Winter Park, FL

Full-service creative agency serving Central Florida

At Findsome & Winmore, I managed and built the web presences of many clients, primarily WordPress-based sites on Linux VMs. After 2 years, I took over as the lead developer and became a critical consultation resource for multiple clients. My creative responsibilities included UI design and product photography. The agency had a fluid work environment with great interplay between client services, project managers, leadership, and clients.

- Admin of >120 websites across >30 Linux VMs and a Windows server
- Built comprehensive estimates and wrote proposals that resulted in new business
- Designed and developed branding and UX overhaul of the agency's website
- Worked on a real estate search engine running on Rails, Angular.js, Postgres, and Heroku
- Contributed to an industrial b2b e-commerce site with a Python/Django backend and Angular frontend
- Performed batch DNS record management of >150 domains
- Managed the agency's internal Google Workspace and Microsoft 365 accounts
- Managed over 80 Google Analytics properties and implemented bot/spam filtering for many
- Wrote multi-page monthly Data Studio web usage reports with custom data views and recommendations
- Deployed marketing campaigns with Tag Manager and referral attribution scripts
- Built a variety of internal tools like automated asset generators for non-designers and an office-wide Sonos chatbot
- Developed specialty trade show kiosk touch interface, complete with a custom remote updating strategy

Backend Development

Node.js
 PHP
 Express / Nest.js
 MySQL / PostgreSQL
 Prisma ORM
 DataMapper ORMs
 Symfony
 WordPress
 Gutenberg components
 Sage (Laravel-like WP theme)
 Advanced Custom Fields
 Blade / Twig
 Ruby on Rails

Platforms & Services

Google Analytics (certified)
 Google Tag Manager
 Google Data Studio
 Shopify
 WooCommerce
 Salesforce (limited)
 IDX Broker (MLS APIs)
 Divi Builder
 Vercel (Serverless hosting)
 Pantheon (Managed Drupal)
 JIRA / Asana

DevOps & Admin

Junior Web Developer

Push. Inc

Nationally-recognized marketing agency

As my first true web development job, Push was a massive opportunity that shaped my relationship with agencies. My responsibilities expanded far beyond my original job title as a frontend developer as I gained experience with Linux hosting environments, basic DevOps concepts, photography, and video editing. The agency's culture was rich and fast-paced, filling every week with fun surprises and new adventures.

- Participated in Addy-winning marketing campaigns
- Obtained a Google Analytics Certification
- Built multiple websites for a national grocery store brand
- Led development of a high-traffic site for a major restaurant brand (100+ franchises)
- Custom-built server-rendered progressive web apps before the concept was popularized
- Used team contribution workflows (Git Flow)
- Learned Agile-like project management using JIRA, Kanban, standups, and sprint cycles.
- Learned SEO best practices (Structured Data, JSON-LD, AMP, etc.)
- Helped multiple clients update legacy sites for WCAG standards compliance

Mar 2015 - Nov 2017

Orlando, FL

Continuous Integration
Git deployment strategies
GitHub Actions
Bitbucket Pipelines
DNS record automation
DigitalOcean VMs
RackSpace VPS+Webmail
Heroku
Google Workspace
Management

Design & UX

Figma / Sketch / DX
Design systems
Adobe Photoshop
Adobe Lightroom
Adobe Illustrator
Adobe InDesign
Capture One
DaVinci Resolve
Print production prep
Spot color management

Graphic Design & Web Development Intern

Thrive Creative Labs

Full-service Design Shop focused on recreation and restaurants

- First taste of creative agency workflow and culture
- Attended client meetings on a bi-weekly basis
- Designed indoor signage and promos for local restaurant chains
- Designed the official logo for a local chapter of a national nonprofit organization
- Contributed page updates for local healthcare organizations

Apr 2014 - Sep 2014

Oviedo, FL

Other Projects

Freelance Developer

Medchat

Marketing Website for MedTech SaaS

- Employed progressive page launch strategy to speed up market delivery
- Vue.js / Nuxt.js app built for SEO-friendly static site generation
- Deeply integrated analytics capabilities (GA + GTM)
- Layout and pages built from Figma atomic components
- App mockups exported as SVG to reduce bundle size
- Animations powered by a combination of Popmotion, Lottie, pure CSS, and a custom runtime
- Custom Lottie runtime component for tighter integration with Vue.js
- Utility-first CSS approach with Tailwind
- Microsoft IIS server configuration
- Obtained HIPAA certification as an onboarding prerequisite

Oct 2020 - Present

Remote | Charlotte, NC

Education

Valencia College

A.S., Graphic & Interactive Design, Print Specialization

Aug 2011 - Mar 2014

Valencia College

A.S., Graphic & Interactive Design, Web Specialization

Aug 2011 - Mar 2014

References

Ryan Brenner

Technical Lead, The Beaux Arts

Vic Cao

Lead Developer, Findsome & Winmore

Rich Wahl

CTO, Findsome & Winmore

Justin Workman

Lead Developer, Push

Jay Rieckmann

Founder, Thrive Creative Labs

Awards

AAF Orlando

Orlando ADDYs

Apr 2015

Gold, Out-of-Home Campaign

Silver, Collateral Material
Poster/Campaign

Valencia College

**Annual Juried Student
Exhibition**

Apr 2014

ACME Award

Kevin M. Scarborough Award

Social Responsibility Design
Award

Digital Media Award, Best
Animation

Digital Media Award,
Honorable Mention Animation

Excellence in Typography
Award, Web/Interactive

Form & Function Award

Zumafu Foundation Award for
Web Design

Valencia College

**Annual Juried Student
Exhibition**

Apr 2013

'For the Fun of It' Award

Dean's Choice Award