Álvaro Fajardo Plaza

Frontend Developer and Designer · CMS

WordPress / WooCommerce / PrestaShop / Shopify / pixel-perfect / AI-assisted workflows

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01 PROFILE

Frontend developer and designer with over five years of experience in web and e-commerce projects. I cover the entire cycle: Figma design, pixel-perfect implementation, and development in WordPress, WooCommerce, PrestaShop, and Shopify, including custom themes built from scratch, proprietary analytics plugins, and cross-platform migrations.

More than 250 clients managed over the last four years. I currently lead the design function at a digital marketing agency, coordinating with SEO, development, analytics, and campaign teams, while maintaining my own portfolio of freelance clients. My background is in Advertising and Public Relations, and I have fully transitioned my design expertise into the digital space, making me a strategic bridge across every area of the business.

I work with AI-assisted workflows to shorten delivery times without lowering the bar: Claude Code and MCP servers connected to Figma, pen.dev, WordPress, and the management systems I use to run projects. The tool accelerates the work; the judgement and review of the result are mine.

02 EXPERIENCE

Independent portfolio — freelance web developer and designer
2021 → · SELF-EMPLOYED

Direct clients and recurring billing alongside salaried employment.

- Full project lifecycle: client acquisition, content architecture, Figma design, implementation, CMS development, launch, and ongoing maintenance.
- Phased work, fixed deadlines, and a single point of contact for the client.
- Ongoing maintenance of delivered websites: updates, backups, performance, and support.
- AI-supported design and development: Claude Code for development, MCP with Figma and pen.dev for design, and visual asset generation while keeping character or brand identity consistent across images.

Reygo Solutions · Energica Renovables · Hub36 · Folie Magazine · ETE Aventura · The Hanging Bandits · Afanion

NeoAttack — web developer and head of design
JUN 2025 →

Digital marketing agency

- I joined as a web maintenance technician and, within a few weeks, took over the agency's entire design function following a team restructuring. Today, every web design produced by the agency passes through me.
- Monthly maintenance of websites and online stores across multiple CMSs and platforms.
- End-to-end campaign design for B2Com, Esmove, and Globalbox.
- Server maintenance, database management, and removal of malware and WordPress infections for multiple accounts, including performance audits and WPO work.
- Coordination of design, content, and implementation with the SEO, Development, Projects, Analytics, and Campaigns departments (Google Ads and Meta).
- Implementation and review of the websites' organic search positioning, together with the SEO team.
- Automation of repetitive maintenance tasks using custom routines, plus MCP servers connected to WordPress and management tools to monitor and direct projects.
- Training the new Web Project Manager in web design to expand the team's capacity.

COUTH · E2M · MCR · Esmove · Globalbox · La Corberana · Play Formación · Inserty · B2Com

02 EXPERIENCE (CONT.)

Be Marketing Co. — webmaster and UI web designer — MAY 2024 – JUN 2025

- Bespoke design and development of websites and online stores, each with its own visual identity.
- Interface optimisation and SEO work for the Dosterras online store.
- Performance and search-ranking improvements for local clients.
- Server maintenance and continuous front-end improvement to sustain long-term performance.

Clos Mogador · Ingenic SL · APIR · e-Pack SGA+ · Castle Cycling · Dosterras · Return To Play · Marsal Construcciones · Godiz · AEDT

Playroom 360 — web developer (internship) — FEB – MAY 2024 · MURCIA

- Development of dynamic and static websites using WordPress, WooCommerce, HTML, SCSS, JavaScript, and Shopify.
- On-page SEO, performance improvements, and media strategy using GA4, GTM, and Meta.
- Creation of graphic assets for web and digital environments, maintaining consistency with each brand's design system.

Ritec · Juver · Cotton Candy Grapes

Lande SA — graphic designer, layout artist and final artwork specialist — MAR 2022 – JUN 2023

- Layout and final artwork for print and digital catalogues.
- Corporate identity, branding, and graphic assets with visual consistency across formats.
- Product photography and editing for national and international clients.

Rituals · Calming Park · Argan Meadow · MAAR · CHO · The Lab Room

03 FEATURED PROJECTS

Independent portfolio. Reygo Solutions and energicarenovables.com — design and development · hub36.es — end to end. At NeoAttack. couth.com — redesign and development · MCR — online-store redesign · Play Formación — redesign · Inserty — design and development · esmove.es and globalbox.es — campaigns with B2Com.

04 TECHNICAL SKILLS

CMS and e-commerce. WordPress: custom themes built from scratch, child themes, Gutenberg, Elementor, ACF, and proprietary analytics plugins. WooCommerce: payment gateways, shipping, invoicing, and integrations with ERPs and product feeds. PrestaShop: implementation and back-end. Shopify: themes and Liquid. Cross-platform migrations.

Front-end implementation. Hand-written HTML and SCSS, without relying on frameworks. Responsive design, cross-browser compatibility, and pixel-perfect implementation. Accessibility in colour contrast, visual hierarchy, and legibility.

Interface design. Figma and pen.dev. Adobe Photoshop, Illustrator, and InDesign.

AI applied to daily work. Claude Code and ChatGPT for development, design, and documentation. MCP servers connected to Figma, pen.dev, WordPress, and task-management tools. Custom routines that automate recurring maintenance. Image generation with consistent character and brand identity across assets.

SEO, WPO, and analytics. Technical and on-page SEO, Core Web Vitals, GA4, GTM, Search Console, SE Ranking, and RankMath.

Other languages and environments. JavaScript, TypeScript, and Python. Working knowledge of Angular, React, Node (Express), and Flask. Management of hosting, domains, email, and MySQL databases.

05 PROFESSIONAL SKILLS

Area ownership: responsibility for an entire agency's web design function, with autonomy over the outcome. Volume: dozens of concurrent projects without missing deadlines. Working across disciplines: SEO, development, analytics, campaigns, and end clients. Team training: mentoring junior colleagues until they can work independently. Business perspective: a background in communications that connects design with what the client needs to sell.

06 EDUCATION

Higher Technician in Cross-Platform Application Development (DAM) · DIGITECH · graduated Jun 2026
Master's in Full-Stack Development · Nuclio Digital School · 2023
Master's in Graphic, Web and UI Design · ESDIMA · 2021–2022
Python Programming · Tokio School · Nov 2023 – Apr 2024 · over 450 hours
Bachelor's in Advertising and Public Relations · Complutense University · 2017–2021

I devoted the period from June 2023 to February 2024 to training: I completed Tokio School's Python course (450+ hours) in April 2024, while already combining it with my internship at Playroom 360.

Additional training. WordCamp IA Zaragoza 2025 · Public speaking and effective communication workshop (Nuclio) · Masterclass in ChatGPT and applied AI.

07 LANGUAGES

Spanish — native · English — C1 (Certificate in Advanced English) · Catalan — listening comprehension · Portuguese — reading comprehension