

# Marcelo Rondon

FRONT-END DEVELOPER · UX/UI DESIGNER · REACT & WORDPRESS DEVELOPER

 Gainesville, FL

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## Experience

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### Design Lead / Front-End Developer

Asheville, NC (Remote)

ASHEVILLE DISPENSARY

2022 - Present

- Built reusable UI components integrated into WordPress via custom PHP and JavaScript plugins.
- Developed an internal asset management system using React, TypeScript, and Tailwind CSS.
- Implemented a scalable design system in Figma, improving brand coherence across web, print, and packaging.
- Collaborated with cross-functional teams (design, marketing, operations) to deliver projects on deadline.
- Managed Git workflows with branching, merging, and pull requests.

### Senior Designer / Web Developer

Remote

THE GREEN PHIAL

2022 - 2024

- Redesigned and maintained WordPress site using HTML5, CSS3, PHP, and JavaScript (ES6+).
- Translated UI mockups into responsive, accessible front-end code; improved performance and SEO.
- Collaborated directly with brand owner to align digital presence with brand ethos and UX goals.

## Freelance & Projects

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### Front-End Developer

[vegavengers.com](http://vegavengers.com)

VEGAVENTERS MARKETING

2025

- Built a high-performance React/TypeScript/Vite website with responsive design and backend-integrated searchable components for VegFests and animal sanctuaries.
- Translated UI/UX mockups into clean, maintainable front-end code highlighting the organization's mission.

### Web Accessibility Developer

North Central Florida

ADA COMPLIANCE CONSULTING

2025-Present

- Brought multiple organizations to WCAG 2.1 compliance; optimized for screen readers and keyboard navigation.
- Contracted with River Phoenix Center for Peacebuilding on accessibility and performance improvements.

### Developer

Remote

LEGAL IMPACT FOR CHICKENS

2025

- Developed scripting tools for secure data management; handled confidential materials with discretion.

## Skills

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### Front-End

HTML5, CSS3, JavaScript (ES6+), TypeScript, React, Tailwind CSS, Responsive Design

### Tools & CMS

Git, WordPress, Vite, PHP, MySQL, REST APIs

### Accessibility & SEO

WCAG 2.1, Screen Reader Optimization, Performance Optimization, SEO

### Design

Figma, Photoshop, Illustrator, After Effects, Premiere Pro

### Other Languages

Python, Go

### Spoken Languages

English, Spanish, Portuguese

## Education

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### University of Florida

Gainesville, FL

B.A. VISUAL JOURNALISM & COMMUNICATIONS · MINOR: DIGITAL ARTS & SCIENCES

2016 - 2019