

Isa Martinez

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Skills

Languages: CSS, HTML, JavaScript, jQuery, Liquid, SASS

Frameworks and Libraries: NextJS, React, Shopify, Tailwind

Other Tools: Figma, Git, Google Analytics, Jira, Lighthouse Performance Scoring

Experience

Frontend Developer, Sia Partners, SF/Costa Mesa

Contract: February — July 2024

- Sole developer maintaining content on about.meta.com for our client Meta during my contract period, handled XML within their internal CMS platform to launch pages associated with international campaigns related to products such as their Ray Ban smart glasses, Llama 3, Meta Quest, and Meta Pay
- Delivered page updates for the announcement of Meta Pay's partnership with Kasikorn Bank in Thailand a week ahead of schedule for review before a major conference by addressing last-minute copy and design changes tied to legal, translation concerns, and the synchronization of deliverables across time zones
- Standardized the translation of JSON values related to copy on 57 pages with 18 locales in one month by conferring with translators to define tags that would expose select values to their localization tool, resulting in a faster rate of release for the 1026 total localizations without impacting SEO data
- Improved our UI toolkit by compiling documentation on components by consulting with the original engineers, enabling informed deprecation and use limitation cases to relate to our designers
- Rapidly recovered multiple live pages impacted by sudden CMS-wide deletion issues by removing references to missing files and tracking down original media through stakeholder outreach and task backlog searches, which restored functionality to high traffic pages and provided context for post-mortems

Software Engineer, Sandstone, Los Angeles

June 2021 — August 2023

- Led the development of page rebuilds, wishlist functionality, and user generated content on reviews from scope to live deployment for high traffic sites (100k to 1M+ monthly users), closing 85 pull requests on a codebase over 100,000 lines
- Proposed and implemented a frontend based authentication system for a marketing project built with NextJS and Contentful's API by using SWR to fetch and compare URL parameters to fields in data models, which secured customized pitch pages
- Updated large sections of codebases related to navigation, media galleries, and variant ordering that used deprecated methods without sacrificing timelines by improving relevant code on a ticket-by-ticket basis
- Reduced loading time by 95% (from 1158ms to 59ms) for a major client's product detail page by reducing nested loops in Liquid using a hash table lookup, significantly improving page speed and user experience
- Created Ettitude's 2021 and 2022 impact report pages by designing 7 new modular sections, snippets, and setting schemas, integrating a dynamic navigation bar with jQuery, and leveraging Shopify's JSON template builder, which enabled administrators to reuse sections across the site

Education

General Assembly, Software Engineering Immersive, Los Angeles

March – June 2020

Rigorous course with over 1,000 hours of coursework and 420 hours of credited instruction. Learning industry best practices and practical software development standards. Instruction focused on full stack web application development, covering version control, HTML, CSS, JavaScript, jQuery, NodeJS, React, Express, Django, Python, MongoDB, JWT based authentication, algorithms, and data structures.

School of the Art Institute of Chicago, Bachelors of Fine Art in Studio

August 2015 – May 2019