

# JULIANA KATZ

Developer with 8+ years of experience building high-performance, conversion-focused websites across WordPress, Shopify, and BigCommerce. Strong background in translating Figma designs into pixel-perfect interfaces, optimizing page speed, and implementing analytics (GTM, GA4) to drive data-informed decisions. Proven ability to collaborate with cross-functional teams and lead development workflows in fast-paced environments.

## RELEVANT EXPERIENCE

### Front-End Developer

Valuetainment - Ft. Lauderdale, FL | June 2023 – Present

- Lead front-end development for multiple high-traffic websites, improving performance, UX, and scalability
- Translate Figma designs into pixel-perfect, responsive interfaces using modern front-end practices
- Implement Google Tag Manager and GA4 tracking to support marketing analytics and conversion tracking
- Collaborate with designers and stakeholders to rapidly prototype and deploy new features

### Front-End Developer

Green Roads - Deerfield Beach, FL | Oct 2022 – May 2023

- Developed and optimized eCommerce experiences using BigCommerce, improving usability and site performance
- Built custom landing pages focused on conversion and marketing campaigns
- Maintained and troubleshoot front-end code, ensuring cross-browser compatibility
- Supported email marketing development and campaign execution

### Web Developer

LAMARK MEDIA - Boca Raton, FL | May 2020 – Sep 2022

- Developed and maintained custom Shopify and WordPress websites with a focus on performance and conversion optimization
- Improved page speed scores and Core Web Vitals across multiple sites
- Integrated analytics tools including Google Analytics, GTM, and Meta Pixel
- Troubleshoot front-end issues and optimized HTML/CSS for cross-browser compatibility

### Web Designer & Developer

Strategic Marketing - WPB, FL | Sep 2018 – Mar 2020

Managed and maintained 50+ WordPress websites, ensuring uptime, performance, and ongoing updates. Research, design and develop according to projects needs; Troubleshoot code, A/B Tests; Tweak HTML, CSS & PHP code. Install Google Analytics, Google Tag Manager and Facebook pixels in various websites. Increase Google page speed for various clients.

## EDUCATION

### Estacio de Sa University

**Bachelor of Communications** *with*  
emphasis in Advertising & Marketing

## CERTIFICATES

### Coursera

Google Project Management  
Specialization | 2025

Product Management: Foundations  
and Stakeholder Collaboration | 2024

### MIT xPRO

Professional Certificate in Coding: Full  
Stack Development with MERN | 2023

### University of New Orleans

English as Second Language  
Advanced Level | 2016

## SKILLS

### Technical Skills

HTML, CSS, JavaScript, React.js

### Platforms and CMS

WordPress, Shopify, BigCommerce,  
HubSpot

### Analytics & Optimization

Google Tag Manager, GA4, Page  
Speed Optimization

### Tools

AWS, Figma, Adobe Creative Suite

### Project Management

Agile, Jira, Asana, ClickUp, Monday

## Bilingual in English & Portuguese

## **Web Designer**

Velocity Agency - New Orleans, LA | June 2017 – June 2018

Primarily tasks were to design and develop websites using Wordpress. Customize/ update themes - plugins; Troubleshoot websites, A/B tests; tweak HTML, CSS & PHP code. Install Google Analytics tags and Facebook pixels in various websites.

## **Freelance Web Designer**

Remote | 2015 – 2017

Freelanced developing websites in Wordpress, customizing themes, plugins and fixing bugs. Adjusting CSS and PHP code. Helped small business to advertise on Social Media channels, specially on Facebook and Instagram.

## **Leadership & Project Management Experience**

### **VT News AI**

VT News | Fort Lauderdale, FL | Apr. 2024 – Feb.2025

- Led cross-functional teams (design + development) for VT News AI project from kickoff to delivery
- Managed sprint planning, task delegation, and stakeholder communication using Agile methodologies
- Coordinated offshore teams to ensure deadlines and deliverables were met efficiently

### **Valuetainment**

Development team | Fort Lauderdale, FL | Oct. 2023 – present

Organizing tasks on project management system and delegating to development team members, reviewing task efforts and prioritizing, leading daily and/or weekly stand ups, reviewing tasks with stakeholders and providing timelines.