

ROGER MESTRE

SENIOR WEB DEVELOPER - AUTOMATION & AI

www.rogermestre.dev | hola@rogermestre.dev | 628 43 45 15

PROFESSIONAL SUMMARY

Desarrollador Web Senior con más de 9 años de experiencia en el diseño y desarrollo de proyectos web orientados a rendimiento, conversión y escalabilidad.

Especializado en WordPress avanzado, UX/UI y SEO técnico, con un fuerte enfoque en calidad de código, optimización, usabilidad y buenas prácticas. Perfil técnico, proactivo y orientado a resultados, con interés constante por la mejora continua y la evolución tecnológica.

ESPECIALIZACIÓN

- Desarrollo WordPress (plugins y temas)
- UX/UI orientado a conversión y experiencia de usuario
- SEO técnico y optimización del rendimiento web
- Creación de landing pages de alto rendimiento
- Gestión y liderazgo de equipos web
- Consultoría digital y transformación digital empresarial

TECHNOLOGIES

Web Development

- WordPress, WooCommerce, Elementor
- HTML, CSS, JavaScript, PHP, Vue.js
- MySQL / Database Management

Automatización & IA

- Power Automate
- Zapier
- OpenAI (API integration and AI workflows)
- Digital process automation

Design & UX

- UX/UI Design
- Adobe XD, Photoshop, Illustrator
- Responsive and adaptive design

SEO & Optimización

- Technical SEO
- Web audits
- Performance and conversion optimization

EDUCATION

IES Alt Penedès

- Secondary Education (ESO)

IES Eugeni d'Ors

- Intermediate Vocational Training: Microcomputer Systems and Networks (SMX)
- Higher Vocational Training: Multiplatform Application Development (DAM)

UOC - Universitat Oberta de Catalunya

- Digital Design Degree (2 years completed)

PROFESSIONAL EXPERIENCE

CONSULTANT & SENIOR WEB DEVELOPER

Proment Consulting | 2024 - Present

- Delivery of technical digital consulting projects (Kit Consulting and private clients) focused on process optimization and scalable web solutions.
- Technical review and project status follow-ups with clients.
- Advanced support to development teams, actively participating in sprints to ensure timely and high-quality deliveries.
- Design and implementation of process automations and AI-based integrations.
- Integration of systems using WordPress, WooCommerce, Moodle APIs and external services.
- Development of custom WordPress plugins and tailored solutions.
- Collaboration in the definition of technical architectures and digital solutions.

SENIOR WEB DEVELOPER

Proment Consulting | 2023 - 2024

- Development of custom corporate websites and digital platforms.
- Implementation of advanced solutions using WordPress, WooCommerce, Joomla, Moodle, and SuiteCRM.
- Development of custom plugins and functionalities.
- Integration of platforms through APIs and external services.
- Configuration and customization of Odoo (Community and Enterprise editions).
- Development of custom Odoo modules.
- Deployment and maintenance of Odoo instances on on-premise servers.
- Optimization of internal processes and collaboration with design and marketing teams.

WEB DEVELOPER (SEO & UX)

BCN Digital Marketing | 2022 - 2023

- Creation and maintenance of corporate websites and e-commerce platforms.
- Website optimization for technical SEO and user experience.
- Implementation of responsive and adaptive designs.
- Close collaboration with marketing and content teams.

WEB DEVELOPER / TECH LEAD

Nuevetres Digital | 2022 - 2022

- Setup and launch of the web development department within the agency.
- Organization and technical leadership of the development team.
- End-to-end development of web projects: design, implementation, and support.
- Creation of lead-focused landing pages.
- Integration with marketing and automation tools.
- Server and hosting management.

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PROFESSIONAL EXPERIENCE (CONTINUED)

FREELANCE WEB DEVELOPER

SPAIN | 2021 - 2022

- Development of web projects for multiple clients as a freelance developer.
- UX/UI design focused on conversion.
- Client management, proposals, and budgeting.
- Creation of self-manageable websites and landing pages.

WEB DEVELOPER (FOUNDATION S.L.S)

Code Cero Studios (Colombia) | 2020 - 2021

- Creation and management of a small digital agency during the pandemic.
- Design and development of websites for local businesses.
- Full project lifecycle management, from acquisition to delivery.
- Implementation of WordPress as the main CMS.
- Development of customized digital solutions for diverse businesses.

WEB & UI DESIGNER

Gestinet | 2017 - 2019

- Joined through Higher Vocational Training internship.
- Development of corporate websites and e-commerce platforms.
- Responsive and custom design using WordPress and Prestashop.
- Website maintenance and updates.
- Server and hosting management.
- Client meetings for requirement gathering.
- Technical support and customer assistance.