

about me

Hi! My name is Macario, and I'm an independent front-end web developer & graphic designer specializing in WordPress, Shopify, and responsive websites (built using Bootstrap); as well as a social media consultant.

I've worked within a multitude of CMSes, frameworks, and with several languages over the years as a freelancer, a contractor for boutique studios, and for larger corporate entities. Very versatile; I know what I'm good at, and when I need to sharpen mental knives to learn more/ or something new to complete a project.

relevant work experience

good work marketing
web designer | developer — 2016

Designed and developed custom WordPress websites using Bootstrap; remote server deployment, monitoring, and security maintenance for client websites.

skuba design studio
independent contractor (front-end web development) — 2015

Developed client projects using WordPress and ExpressionEngine, as well as straight HTML/CSS/JS and PHP. Responsive design was paramount, utilizing Twitter Bootstrap.

search influence
web developer — 2013-2015

Deployed SEO tactics on clients' sites; PSD mockup to HTML/CSS and PHP websites; WordPress installations, upgrades, fixing of broken themes; custom WordPress theme development; customization for ExpressionEngine, Joomla, Squarespace CMSes; taught company-wide classes for HTML5/CSS3; wrote weekly internal blog posts on WordPress tips and break-fix solutions; remote server deployment, security monitoring, and overall maintenance.

nomadness
web & merchandise designer; high council (executive board) — 2012-present
Designed and developed company site, utilizing Squarespace. Lead designer of merchandise: from t-shirts to passport holders, hoodies to stickers. Assisted with social media management and marketing. Part of the original Executive Board of the company, bringing membership from the hundreds to 13,000 world-wide, presently.

education

hofstra university
hempstead, ny — 2002-2006
English - Creative Writing; Comp. Sci. and Africana Studies (minors)






technical & design skills

Adobe Photoshop	●	●	●	●	●	●	●	●	○	○
Adobe Illustrator	●	●	●	●	●	●	○	○	○	○
Adobe InDesign	●	●	●	●	●	○	○	○	○	○
HTML5 & CSS3	●	●	●	●	●	●	●	○	○	○
LESS/SASS	●	●	●	●	●	●	○	○	○	○
Javascript & jQuery	●	●	●	●	●	○	○	○	○	○
Liquid	●	●	●	●	●	○	○	○	○	○
Responsive Design	●	●	●	●	●	●	○	○	○	○
WordPress	●	●	●	●	●	●	○	○	○	○
SEO	●	●	●	●	●	○	○	○	○	○
Social Media/Networks	●	●	●	●	●	●	○	○	○	○
Print Design	●	●	●	●	●	○	○	○	○	○
Merchandise Design	●	●	●	●	●	○	○	○	○	○





personal skills

Organization	●	●	●	●	●	●	○	○	○	○
Creativity	●	●	●	●	●	●	○	○	○	○
Communication	●	●	●	●	●	●	○	○	○	○
Teamwork	●	●	●	●	●	●	○	○	○	○

interests / miscellaneous

 Traveling	 Coding
 Videogames	 Photography
 Writing	

find me around the web

 linkedin.com/in/macariojdelacruz
 macariojames.com
 fireandwheel.xyz
 nomadnesstv.com

