

# Nicolas Lule

Developer



nicolasluleh@gmail.com

Full-stack web developer - WordPress, Ruby On Rails, Angular, and Flutter.

## Expertise

### WordPress Development 6 years

Custom Theme, plugin development, server configuration, hosting setup, SSL installation, Cpanel, PHP, custom templating, Woocommerce, data migration, security, SEO, performance, SQL, FileZilla, PHPMyAdmin, testing, debugging, MAMP, structured data, and Yoast.

### Frontend Development 5 years

HTML5, JavaScript, CSS, Angular, UI/UX Designer, JQuery, Bootstrap, Foundation, Skeleton, Material Design, custom media queries, mobile responsive design, browser developer tools, testing, debugging, and bash terminal.

### Ruby On Rails 3 years

Web app development, Git, SQL, Postgress, API, JSON, XML, Unit Test, Rspec, JQuery, ERB, HAML, HTML5, CSS3, JS, AJAX, Webpack, Homebrew, Sendgrid, and Heroku.

### Flutter/Swift 1 year

Mobile web development, API connectivity, JSON, GestureDetector, Widgets, Andriod studion, Dart language, widgets, version control, deployment, and Swift development.

### SEO 5 years

Onsite SEO, Offsite SEO, Schema.org structured data, content optimization, keyword research, competitor analysis, linking, eCommerce SEO, meta tag optimization, image optimization, Google Ads, Search console, Google Analytics, XML sitemaps, Robots.txt, and PPC.

## Skills

Shopify, Bigcommerce, Photoshop, Affinity Photo, Sketch, Procreate, Affinity Designer, social media marketing, Mailchimp Amazon Seller Central / Vendor, Facebook, Pinterest, Instagram, and Youtube Ads.

## Personal

Collaborative, disciplined, creative, data analyst, critical thinker, adaptable, bilingual (English/Spanish), resourceful, and self-instructed driven.

## About

I am a digital system electronic engineer / full stack web developer. In the past half decade, I have grown my technical skills significantly, learning and executing complex integrations with various web development frameworks and languages.

## Education

Digital Systems Electronic Engineer  
Celaya Technology Institute | June 2004

## Links

 [nicolaslule.com](https://nicolaslule.com)

 [@nicolaslule](https://medium.com/@nicolaslule)

 [github.com/nicolaslule](https://github.com/nicolaslule)

## Experience

### Elegance USA / [elegancegel.com](https://elegancegel.com) - Bridgeview, IL Web Developer - March 2017 - Present

Custom-developed the eCommerce website in the Bigcommerce platform using the stencil framework and integrating custom API microservices using Angular and Ruby On Rails. Coded coding custom scripts to implement various marketing, fraud prevention, and shipping features. Researched, planned, and executed all the on-site and off-site SEO tasks, which have resulted in over 300% growth in organic traffic. Managed all marketing activities, including Google Ads, Google Merchant Center, Amazon Vendor, Pinterest, Facebook, and Instagram Ads.

### Inova / [inovawebdesign.com](https://inovawebdesign.com) - Chicago, IL Web Developer - Jan 2016 - Present

Custom website design, development, and marketing in different platforms including WordPress, Shopify, Bigcommerce, Jekyll, HTML, Angular, and Ruby On Rails. I also provide security and SEO consulting services.