

FRED ROCHA IS A WEB ENGINEER WITH A KEEN EYE FOR DESIGN AND DETAIL

fredrocha.net/webdev · linkedin.com/in/fredrocha · [@john_fisherman](https://twitter.com/john_fisherman)

He uses on a daily basis:

- HTML5 + CSS3 (SASS)
- Javascript + jQuery + AJAX
- Git
- Responsive web layouts and grid frameworks (Bootstrap)
- Wordpress (WooCommerce)
- PHP + LAMP (Linux, Apache, MySQL)

And is quite familiar with:

- Adobe Photoshop
- REST APIs
- Continuous Integration
- CMS technology
- XSLT

While mastering and living by the principles of:

- Elegant, maintainable and cross-browser compatible code
- Web standards and open source
- Usability and joyful user experience
- Data driven decisions (DDD)
- SEO, performance and business goals
- Progressive enhancement

So far he has:

- [2016 – today] Developed web solutions at WhiteKube with the aim of optimizing marketing performance
 - Built Landing Pages from scratch
 - Helped re-code older ones in production
 - Developed the frontend of a fully fledged e-commerce solution
- [2009 – 2016] Founded, managed and coded for Memeoirs (the first startup turning online conversations into physical books)
 - Implemented and helped design the frontend experience (site and web app) with pixel perfection on every view port
 - Iterated on the design, Driven by Data (CR, CTR, LTV)
 - Managed day to day operations, made sure the conditions were there for all of the teams to shine
 - Led the Communication team, responsible for PR, content marketing, PPC advertisement and affiliate marketing
- [2012 and 2014] Attended Startup Chile and TechPeaks Italy as an entrepreneur
 - Both times growing Memeoirs, learning Lean Best Practices from the world's best and putting them into practice
 - Rubbed shoulders and expanded his professional network to encompass the world
- [2009 – 2010] Developed web solutions for clients in Paris for Lixao Rich Media
 - Worked closely with the Design, Sales and Dev team to fulfill the needs of our Parisian clients
 - Frontend (Wordpress, JS, HTML+CSS) but also some strides into Php, C# and XSLT backend tasks.
- [2007 – 2008] Designed machine vision algorithms for GFE e. V. in Germany
- [2010 – today] Built sites for several orgs, in collaboration with other industry professionals.
 - Solutions designed and built from scratch, mostly using Wordpress
 - Sample showcase can be found at: fredrocha.net/webdev

He graduated in Electrical and Computer Engineer at Universidade do Porto, Portugal (2006) having done one year Erasmus at Ghent University, Belgium.

People who have worked with him swear he is:

- A problem solver and a doer
- Obsessive with detail, going that extra mile to achieve perfection
- A great addition to any team
- A pleasure to work with, upbeat and professional
- Empathic with the user and her problem / need
- A curious mind, always learning
- Fluent in written and spoken English, French, Italian, Spanish and Portuguese, with a basic level of German

When not developing solid web solutions he can be found:

- Filming, photographing, editing video
- Reading anything thought-provoking he can get his eyes on.
- Tending his organic food garden, cooking delicious food with its produce
- Taking Sol for a walk

Lastly, if you think you might need his help or have an enticing proposition to drop on the table you can hit him on john.fisherman@gmail.com or [@john_fisherman](https://www.instagram.com/john_fisherman) or +351 93 82 66 777.

