

Pablo Fogliazza

Frontend Developer | WordPress Specialist | Building interactive web experiences

Frontend Developer with 15+ years of experience creating custom WordPress solutions. Specialized in theme development, performance optimization, and pixel-perfect implementation from design to code. Currently exploring GSAP, Three.js, and SVG animations to enhance interactivity in user interfaces.

Professional Experience

Frontend Developer @ Forma (Moov Media Group)

Oct 2021 – Present | Santiago, Chile (Remote)

Transforming visual designs from Figma, Illustrator, and Photoshop into optimized HTML, CSS, and JavaScript code, ensuring flawless display and compatibility across devices and browsers.

Key Achievements:

- Reduced email development time by 50% by implementing MJML, improving overall workflow efficiency
- Built a component-based design system with Astro and Tailwind CSS for faster, more consistent landing pages
- Trained design teams on digital design principles and technical workflows

Stack: HTML, CSS, JavaScript, MJML, Tailwind CSS, Astro, React, Git, Figma, Illustrator, Photoshop, Prontus, Mailchimp, Slack, Asana, Jira

Frontend Developer & WordPress Specialist (Freelance) @ Estudio Fogliazza

Jan 2006 – Oct 2021 | Bahía Blanca, Argentina

Full-cycle WordPress development for 50+ clients – from needs assessment to deployment and maintenance. Specialized in creating custom solutions that helped businesses establish and grow their digital presence.

Main Services:

- Custom WordPress theme development with ACF and WooCommerce integration
- Pixel-perfect implementation from Figma, Sketch, and Photoshop designs
- SEO optimization, performance tuning, and accessibility improvements
- Ongoing site maintenance and client support

Key Achievements:

- Successfully digitized multiple businesses, establishing their online presence from scratch
- Built long-term client relationships through consistent delivery of high-quality solutions
- Managed complete project lifecycle: from client acquisition to final deployment

Featured Clients: Gili, Kia, Leticia Paula Propiedades, Don Vicente, Proa S.A., DIMA, La Pampa Goma, Acampante.com, Sygnos Sonido, among others

Stack: WordPress, PHP, WooCommerce, ACF, HTML, CSS, SASS, JavaScript, Git, Sketch, XD, Figma, Illustrator, Photoshop

Co-founder & Frontend Developer @ Estudio Árbol

Feb 2013 – Jan 2017 | Bahía Blanca, Argentina

Co-led a creative digital studio focused on web design and WordPress development for regional and national clients. Managed all aspects of studio operations from client coordination to project delivery.

Responsibilities:

- Studio management including client coordination, sales, and project oversight
- UX/UI design and development of functional web interfaces
- Frontend implementation tailored to client specifications

Key Achievements:

- Positioned Estudio Árbol among the top 3 digital studios in Bahía Blanca
- Delivered complete UX/UI and frontend solutions for notable clients including Club Olimpo, Cooperativa Obrera, LU2, FM Ciudad, and Lago Chevrolet
- Built a loyal client base through creative and technical excellence

Stack: WordPress, HTML, CSS, SASS, JavaScript, PHP, Git, Illustrator, Photoshop

Education

- Higher Technician in Design, Image, and Sound
Instituto Superior de la Bahía | 2006–2008 | Bahía Blanca, Argentina
- Electronic Engineering (Incomplete)
Universidad Tecnológica Nacional (FRBB) | 2002–2005 | Bahía Blanca, Argentina
- Higher Technician in Computer Science
Instituto Técnico La Piedad | 1997–2001 | Bahía Blanca, Argentina

Technical Skills

- Frontend Development: HTML5, CSS3, JavaScript (ES6+), TypeScript, React, Astro, Next.js, GSAP, Three.js
- CMS & E-commerce: WordPress, PHP, Advanced Custom Fields (ACF), WooCommerce, Strapi, Contentful
- Styling & Frameworks: Tailwind CSS, SASS, Bootstrap, MJML
- Design & Prototyping: Figma, Sketch, Adobe XD, Illustrator, Photoshop, After Effects
- Development Tools: Git, GitHub, Storybook, Notion, Slack, Asana, Milanote, Google Calendar

Soft Skills

- Problem-solving with attention to detail: identifying and resolving inconsistencies in designs, code, and workflows.
- Client-centered approach: understanding client needs and translating them into practical, sustainable solutions.
- Holistic project vision: considering all key factors from discovery to implementation
- Continuous learning: staying current with new technologies and best practices
- Process optimization: proactively improving workflows and team efficiency

Languages

Spanish: Native speaker. English: Intermediate