

Hector Feliz Recio

Front End Engineer / Web & eCommerce Developer

Niagara Falls, Ontario | hector@hector.tech | www.hector.tech | [LinkedIn](#) | [Github](#)

Highly skilled and versatile developer with over 10 years of experience in web technologies, eCommerce, and API integrations. Adept at developing and supporting complex web applications using PHP, HTML, CSS, JavaScript, and various frameworks. Experienced in enhancing SEO, web performance, and accessibility. Passionate about staying up-to-date with the latest industry trends and technologies.

PROGRAMMING SKILLS: PHP, HTML, CSS, JavaScript, TypeScript, jQuery, React, React Native, Node.js, Node.JS, SQL, XML, MJML, RESTful APIs, Object-Oriented-Programming, Model View Controller Architecture

ECOMMERCE: Magento, Shopify, WooCommerce, Payment APIs

CMS, WEB HOSTING TOOLS: Wordpress, Webflow, cPanel, Firebase, AWS

MARKETING: Hubspot, Mailchimp, Sendgrid, Social APIs, Google Tag Manager/Analytics and Event Tracking

LANGUAGES: English, Spanish

WORK EXPERIENCE

RBCx / Royal Bank of Canada (Mydoh), Toronto, ON

Lead Frontend Developer, February 2023 - Present

Mydoh is a money management app and Smart Card, helping kids develop real-life money skills early while giving parents transparency and peace of mind.

- Creating new App features and improvements using React Native and Backend
- Developed the main Mydoh site using Wordpress including the web signup for users to join Mydoh over the web.
- Implemented new constant marketing campaign pages, integrations and improvements.

RBCx / Royal Bank of Canada (Strategic Design team), Toronto, ON

Frontend Developer, August 2020 - February 2023

The Strategic Design team supports many RBCx ventures, internal projects and campaigns.

- Worked alongside multiple Ventures' teams to provide web development and support.
- Enhanced Search Engine Optimization on Wordpress blogs, internal sites, Ventures web apps and more.

RBCx / Royal Bank of Canada (Arrive), Toronto, ON

Wordpress Developer, May 2020 - July 2020

Arrive provides the tools, resources and connections newcomers need to succeed in Canada.

- Sole web Developer for the Arrive Hub site primarily focused on the Wordpress platform.
- Developed new features for the site leveraging Wordpress's capabilities.
- Implemented new Arrive API Integrations with the Arrive Hub and constant SEO improvements.

RentSync (formerly Landlord Web Solutions), St. Catharines, ON

Senior Web Developer, February 2017 - April 2020

RentSync is Canada's top digital website development and marketing firm in the rental housing industry, serving hundreds of North American companies and having some of the largest apartment and multi-family real estate management companies in Toronto.

- Developed over 30 custom and express websites using PHP, HTML, CSS, Javascript, and other web frameworks, technologies and standards.
- Created the "Neighbourhood Explorer" Javascript widget using Google Maps API to categorize and display businesses and amenities near listings. This became a new Software as a Service product used by over 300 clients.
- Wrote Node.Js scrapers and feeds code to gather buildings and pages data for over 20 new onboarding clients.
- Crafted innovative and responsive top-selling express themes and widgets collaborating with designers.
- Provided leadership, mentorship, training, documentation and support within a team of up to 10 front end developers.
- Improved, refactored and updated many existing themes, processes, and documentation.

VPDM Digital Marketing, St. Catharines, ON

Web Developer & SEO Strategist, November 2016 - February 2017

- Designed, implemented and many improved WordPress sites, email campaigns and landing pages.
- Lead SEO strategy and implementation for websites and their content.

SRC Vinyl, Niagara Falls, ON

Web & eCommerce Developer, August 2015 - November 2016

Niagara based company with one of the biggest international online vinyl records stores, record labels and forum community site.

Srcvinyl.com, vinylcollective.com, boards.vinylcollective.com

- Completed, improved and supported a new Magento PHP eCommerce site as a sole developer.
- Designed and implemented new features, performance fixes, redesigns, data scripts for the website.
- Rebuilt themes for a custom WordPress blog, vinyl community and trading forum site with over 25k members.

EDUCATION

Full-Stack Development bootcamp, Juno College of Technology, Toronto ON 2021

Key takeaways: HTTP Requests & methods, Client & server communication, API implementation using server-side, End-user and client-server authentication techniques, Front-end and back-end security techniques and more.

Computer Programmer Diploma, Niagara College of Applied Arts and Technology, Welland ON 2013-2015

Key takeaways: Programming and web development, database design and development, object-oriented programming, MVC architecture, graphic design, 3D modeling, project management.

Niagara Scholar Award, Associate Dean's Excellence Award, President's Honour Roll.