

Paula Andrea Palacios

Frontend Developer · Next.js · React · TypeScript

Software Engineer specializing in modern web interfaces and applications, with full-stack production experience.

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PROFESSIONAL PROFILE

Frontend Developer with 3+ years of experience developing, maintaining, and optimizing high-performance websites and web applications for public institutions, agencies, and international clients.

Experience building interfaces with React, Next.js, and TypeScript, including the end-to-end development of Zureklamo, a full-stack platform in production with Firebase. This is complemented by strong command of WordPress, HTML, CSS, JavaScript, and PHP, applied to professional projects to build responsive, accessible interfaces from Figma designs.

Proven track record in web performance optimization (Core Web Vitals), technical SEO, and accessibility, achieving load-time reductions of up to 40%, improved organic rankings, and long-term stability across 20+ production sites. Focused on best practices, clean code, and continuous learning, with active participation across the full software development lifecycle.

FEATURED PROJECTS

Zureklamo — Insurance Claims Management Platform

Next.js 15 · TypeScript · React · Firebase · Tailwind CSS · shadcn/ui · Radix UI

- Led the architecture and full development of the platform, from UI to backend integration with Firebase (Auth, Firestore, Storage).
- Implemented role-based dashboards (client, lawyer, administrator), real-time messaging, and document management.
- Built an automated email notification system and end-to-end workflows covering the full lifecycle of a legal claim.
- Platform live in production, built in direct collaboration with stakeholders from the legal sector.

Personal Portfolio — devpaulapalacios.com

HTML · CSS · JavaScript · jQuery · Netlify

- Live site documenting projects, technical stack, and professional background.

PROFESSIONAL EXPERIENCE

Frontend Developer / Webmaster · Colsof

Feb 2026 – Present

Cota, Cundinamarca (Hybrid)

- Developed and built landing pages with HTML, CSS, and JavaScript on WordPress, translating business needs into functional, conversion-optimized interfaces.
- Optimized performance and technical SEO across the company's web platforms, including SSL certificate management and Google Developers best practices.
- Managed web infrastructure (hosting, DNS), ensuring continuous uptime, security, and availability.
- Supported the digital marketing strategy through technical implementation of SEO/SEM campaigns and integrations with CRM and email marketing platforms.

Frontend Developer / WordPress · Alpha Intelligence AI

Apr 2025 – Dec 2025

Bogotá, Colombia

- Developed and optimized interfaces in React, HTML, CSS, and JavaScript from Figma mockups, ensuring responsiveness and accessibility.
- Reduced load times by up to 40% through web performance optimization (lazy loading, minification, caching).
- Implemented QA testing and resolved critical production incidents, ensuring system stability.
- Configured Google Analytics and Search Console, improving metrics tracking accuracy by 30%+.
- Actively participated in Scrum sprints, delivering features in iterative cycles.

Web Developer / WordPress · IMK Global – Ingenieros de Marketing

Jan 2022 – Aug 2025

Bogotá, Colombia

- Developed and maintained 20+ websites using WordPress, HTML, CSS, JavaScript, and PHP.
- Managed web infrastructure (domains, hosting, security), reducing downtime incidents by 90%.
- SEO and performance optimization that improved clients' organic ranking by an average of 3 positions on Google.
- Integrated lead capture tools, forms, and email marketing systems.

SENA Apprentice – Systems Analysis and Development · Enel Colombia

Nov 2021 – Jun 2022

Bogotá, Colombia

- Developed internal applications for the Commercial Information area with SQL Developer support.
- Documented and analyzed processes for internal workflow optimization.

EDUCATION

Software Engineering

Universidad Uniempresarial | Aug 2022 – Apr 2026

Associate Degree in Systems Analysis and Development

SENA | Jan 2021 – Jun 2022

KEY SKILLS

Languages & Frameworks	HTML · CSS · JavaScript · TypeScript · PHP · React · Next.js
CMS & Web Development	WordPress (custom development, Divi, Elementor) · Landing Pages · Technical SEO
Front-End & UI	Responsive interfaces · Figma to code · Tailwind CSS · Bootstrap · shadcn/ui · Radix UI
Back-End & Databases	Firebase (Authentication, Firestore, Storage, Cloud Functions) · MySQL
Analytics & Tracking	Google Analytics · Google Search Console · Conversion tracking · HubSpot
Infrastructure & Security	Hosting · Domains · Web security · Automated backups

CERTIFICATIONS & CONTINUOUS LEARNING

- Professional WordPress Course, Platzi | Issued: Jan 2026 | ID: 47358567
- Advanced PHP Course, Platzi | Issued: Jan 2026 | ID: 512f12d4

LANGUAGES

Spanish – Native

English – Technical reading and written communication