

# Abraham Pérez

Web & Mobile Developer · UX/UI & Graphic Designer

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## PROFESSIONAL PROFILE

Web and Mobile Developer with over a decade of experience combining development, UX/UI design and digital marketing. Official qualifications in Graphic Design, Web Application Development (DAW) and Multiplatform Application Development (DAM). Currently building and publishing own apps on the App Store and Google Play using Flutter, Kotlin and React Native, while also working professionally in web development with PHP, JavaScript and Next.js. Able to lead a digital product end-to-end.

## WORK EXPERIENCE

**Dropson** Santa Pola, Spain Sep 2024 — Present

Web Development · UX/UI & Graphic Design · Marketing

- Developing and maintaining corporate websites with PHP, MySQL and JavaScript.
- Leading UX/UI design initiatives focused on user-centred digital experiences aligned with the brand.
- Technical SEO optimisation with a strong focus on usability and conversion.
- Planning and executing digital marketing strategies to drive product visibility and brand growth.
- Creating visual assets for web and marketing campaigns, aligned with brand guidelines.

PHP    MySQL    JavaScript    SEO    UX/UI    Figma

**ClickNoise** Torrevieja, Spain Jan 2023 — Sep 2024

Web Development · Graphic & Web Design · Marketing

- Designing and developing websites with technical SEO optimisation and a focus on usability and conversion.
- Creating and maintaining brand identities, including logos and corporate identity guidelines.
- Managing and optimising digital marketing campaigns on Google Ads and Meta.
- Working directly with clients to translate business needs into effective visual and digital solutions.

PHP    MySQL    JavaScript    WordPress    Google Ads    Meta Ads

**Self-employed** Remote Aug 2020 — Jan 2023

Web Development · UX/UI & Graphic Design · Marketing

- Building websites with HTML, CSS and JavaScript; responsive design and clean layouts.
- UX/UI design and UX research to improve usability and user experience.
- Planning and managing campaigns on Google Ads, Meta Ads and marketplace strategies (Amazon).
- Photo and video editing, motion graphics and infographic creation.

HTML    CSS    JavaScript    UX Research    Google Ads    Meta Ads

**NOBI Ltd** London — Remote Oct 2019 — Aug 2020

Graphic Design · Web Design · Marketing

**ASOS.com** Watford, UK May 2016 — Sep 2019

Marketing

**WWBB London** London, UK May 2015 — May 2016

Graphic Design · Marketing

**Sasaki International Ltd** Milton Keynes, UK Sep 2013 — May 2015

Graphic Design · Marketing

## EDUCATION

### Multiplatform Application Development

Higher Vocational Qualification · DAM

### Web Application Development

Higher Vocational Qualification · DAW

### Graphic Design

Degree

## PERSONAL PROJECTS — AB-LAB

### Licencia de Armas

React Native iOS Android

Exam prep app for the official firearms licence in Spain. Published on the App Store and Google Play with Premium and Freemium versions.

### Contabilidad Doméstica

Flutter iOS Android Firebase

Personal and household finance management. Budgets, charts, digital medicine cabinet and optional cloud sync. Available on Google Play.

### Examen Test PNB

Flutter iOS Android

App for the Patrón de Navegación Básica nautical licence exam in Spain. 400+ official questions, interactive flashcards and real exam simulators.

### MiDosis

Kotlin Android Firebase

Family medication management with smart reminders and independent profiles for people and pets. Available on Google Play.

## TECHNICAL SKILLS

### FRONTEND & WEB

HTML5 CSS3 JavaScript TypeScript React  
Next.js Tailwind CSS PHP WordPress

### MOBILE

Flutter Dart Kotlin Android SDK React Native

### BACKEND & CLOUD

Node.js Express Laravel Firebase MySQL  
Docker

### DESIGN & UX

Figma Adobe XD Photoshop Illustrator  
InDesign After Effects Blender

## LANGUAGES

### Spanish

Native (C2)

### English

Native / Full professional proficiency (C1)

### Italian

Advanced (B2)

### Valencian / Catalan

Basic (B1)

## TRANSPORT

### Driving licence

Type B · Own vehicle