



Dana Hernández

🌐 <https://danahernandez.com>

Fullstack Developer

Webflow & WordPress

I bridge code, design and business impact. At Payphone (fintech) I scaled the web ecosystem by 177%, from 31 to 86 active pages, while executing technical SEO infrastructure (redirects, schema markup, caching) and architecting a hybrid WordPress/React platform. My background is unconventional: a degree in Digital Animation plus Masters in Fullstack Development and Cloud Computing, so I think in systems, user experience and visual storytelling at the same time. I direct AI tools like Claude from architecture decisions to implementation, delivering production-ready work fast and on time.

Core stack: Webflow · WordPress/PHP · React · Node.js · Python · JavaScript/HTML/CSS

✉️ dei.webdev@gmail.com

🐙 github.com/Danaferh95

🌐 [linkedin.com/in/dana-hernandez-694124205](https://www.linkedin.com/in/dana-hernandez-694124205)

🌐 Languages: Bilingual: English · Spanish

📍 US & Ecuadorian citizen · 100% remote

Skills

Coding / Web



React



TypeScript



JavaScript



HTML5



CSS3



Node.js



Three.js



Webflow



WordPress



MongoDB



PostgreSQL



Git

Cloud



AWS



Google Cloud



Azure

Design / Animation



Figma



Photoshop



Illustrator



After Effects



Animate



Audition



Character Anim.

Also

PHP · Python · Express · LearnDash · Electron · Capacitor · Zendesk API · REST APIs · Google Tag Manager · GA4 · Technical SEO · Schema markup (JSON-LD) · hreflang · SCORM / LMS · UX/UI

Education

Master's in Fullstack

Development

Master's in Cloud Computing

CEI Madrid | 2024 – 2025

Bachelor's Degree in Digital

Animation

Universidad San Francisco de Quito | 2018

EXPERIENCE

Web Master | 2025 – Present

Payphone

- **Scaled the web ecosystem by 177%:** grew the platform from 31 to 86 active pages, including 29 new landing pages for campaigns, promotions and solution hubs (54 pages including the multi-language EN locale). Built with Webflow, HTML, CSS, JavaScript and Figma, with GTM tags for GA4 reporting.
- Implemented **technical SEO infrastructure** in support of the SEO team's strategy: 85 URL redirects to prevent 404 errors and preserve SEO authority, plus 20 schema markups to improve indexing and rich snippet visibility.
- **Automated Zendesk Help Center operations via API:** migrated hreflang region codes across 100+ articles with zero data loss risk, and built a monthly automated backup that converts articles to Word for the Support team.
- **Leading development of "Partners Plan"** (in progress): a hybrid platform merging WordPress/LearnDash (LMS core) with a React commissions dashboard. Done: authentication, course structure, homepage. In progress: e-signature integration and dashboard API.

Front-end & 3D Developer | Jul 2026 – Oct 2026

MATTE · Client: Puntonet

- Built the **Puntonet Infrastructure Configurator**, an interactive 3D sales tool where the sales team builds a client's network live in a meeting (40+ services in Connectivity, Cloud, Cybersecurity and Collaboration).
- Took it from a clickable wireframe in week one to custom glTF 3D models, animated connections and the brand's design system, shaping the business rules with the client.
- Shipped **one JavaScript / Three.js codebase to 3 platforms** (web, Windows with Electron, Android tablets with Capacitor), fully offline, with 260+ automated checks per release and a one-click PDF report.

Project Lead & Interactive Developer | 2019 – 2025

SkillOn

- **Project execution & delivery ownership:** took ownership of approved course proposals and led their execution, coordinating the production team and managing timelines to deliver on time for corporate clients including Banco Pichincha, Netlife, Continental, Banco de Loja and Cámara de Comercio de Quito.
- **Cross-functional execution:** personally developed the interactive components of each course, applying the approved visual design system to build interactive slides, and edited instructional video content.
- **Technical development:** built custom interfaces for SCORM courses integrated into the LMS, and a more secure token-based authentication for the LRS with Passport (Node.js).
- **Notable project:** designed and built a real-time simulator for "Escuela de Cajas", a 45-second timed exercise that validates input against randomized number sequences and reports the score to the LMS automatically.

PERSONAL PROJECTS

Fullstack Developer | 2024

Retroplayer

- CRUD app for an online MP3 player: React, Node.js/Express REST API and PostgreSQL, with files stored in Google Drive through the Google API and Multer.

Interactive Media Developer | 2019

Interactive Hologram (exhibition)

- Sound-reactive hologram built with Resolume Arena 6 and Processing.