

# Daniel Martínez

UI developer · consultant

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I'm a Consultant Front-end Architect, designer, developer, writer and speaker.

I understand CSS and its importance for projects scalability, I code it, I design frameworks for it, I create the best possible web performance along the most optimal code. I help companies write better quality, more manageable, more scalable user interfaces.

Working with clients including OCU, Televisa Colombia, and the Banco Santander, I provide front-end architecture consultancy to large organisations and teams working on large products. I work internationally, consulting, advising, running workshops, speaking, training, and more.

I also offer development services to companies of all sizes looking to establish solid foundations on which to build and grow their products. My main focus is on front-end architecture and performance, specialising in maintainable, scalable CSS.

Please, check my online CV for a more detailed info on my profile

## Languages

Spanish  
Native

English  
Full professional proficiency

## Knowledge and working methods

Responsive design, teaching, UI development, Web Performance optimization, WordPress themes development, CSS architecture and scalability.

## Development

I work on products and long-running projects, focusing on scalability, maintainability, performance, and more. I usually join product teams for short, initial kick-off sprints in order to set up architectures and workflows, and to leave teams self sufficient.

### Banco Santander

Senior UI Developer

*Spain, May 2015 - Present*

Built the front-ends—and their respective frameworks—for several of Banco Santander's most trafficked and profitable online products as the Cuenta 1 | 2 | 3.

Currently working on modernizing workflows and CSS architecture for the upcoming projects: I'm developing a huge style guide for all the Santander Group products.

### Escuela IT

Teacher Coordinator

*Online, Feb 2012 - Present*

Teacher and coordinator of all the CSS, Preprocessors, Workflow, Responsive Design workshops.

### ThinkandCloud

Senior Frontend architect

*Spain, Nov 2013 - July 2014*

ThinkAndCloud is a startup incubator. I was the responsible for the frontend process and organizing designers and workflow to fit all the different projects requirements.

I created all the web code in CSS, HTML and JavaScript using a CSS framework created by myself, plan the UX/UI features and behaviors in different resolutions and devices, I also adapted my code to ASP.NET

## Workshops

I run workshops and training sessions for existing teams, getting them up to scratch and prepared for writing and managing front-ends that they expect to grow. Performance concerns, workflows, design process, and more, tailored to your company, products, and team.

Full day CSS Workshop at **Ironhacks**

Wordpress theme creation course at **Platzi**

Frontend course at **Platzi**

Wordpress Workshop at **Televisa Colombia**

Responsive Design Workshop at **Escuelait**

CSS methodologies and workflow at **OCU** (Organización de consumidores y usuarios)

(Web) Design workflow at **Spielo GTech**

## Publications and Speeches

Complete Less course at [Udemy](#) (near 5k students).

Element Query blog post at [Octuweb](#).

Flexbox Speech at [Frontenders](#)

Several [blog posts](#) in my web, covering topics like Sprites, Table-Cell layout, CSS Units, WordPress, and more.

## Disclaimer:

Web is about dynamic, therefore some of the webs posted here could be not online or different to the actual webs, however I own all the code and images available upon request