

FRED ROCHA IS A WEB ENGINEER WITH A KEEN EYE FOR DESIGN AND DETAIL

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He uses on a daily basis:

- HTML5 + CSS (SASS)
- Javascript + jQuery
- Php + LAMP (Linux, Apache, MySQL)
- Git
- Responsive web layouts and grid frameworks
- WordPress, Elementor, WooCommerce
- Gulp

And is quite familiar with:

- Adobe Photoshop
- REST APIs
- Dev Ops

While mastering and living by the principles of:

- Elegant, maintainable and cross-browser compatible code
- Web standards and open source
- Usability and joyful user experience
- Data-driven decisions (DDD)
- SEO, performance and business goals
- Progressive enhancement
- Security for the Web

Previously he has:

[2020 – today] Built and maintained multiple websites for different individualities and projects

- madalenamarkes.com – telling the story of a theatre artist, on the web.
- becabe.ca – bringing together a group of talented artists, that create for kids, to curate high-quality, stimulating media that is freely available online. Suited for young and old
- fumaca.pt – expanding the platform for fan-supported independent slow journalism.

[2017 – 2020] Built the website for a budding NYC startup soon-to-be leading conference in innovation in Healthcare in the US (hlth.com)

- Worked with the HLTH team to gather specs and visual orientation
- Designed the architecture, both for the frontend and the backend.
- Supervised the implementation of the event's mobile app, specifically the way it got fed data via the WordPress API
- Hired and onboarded another developer that ended up maintaining the considerably large WordPress installation

[2009 – 2016] Founded, managed and coded for Memeoirs (the first startup turning online conversations into physical books)

- Designed and implemented the frontend (site and web app) with pixel perfection on every viewport
- Iterated on the design, Driven by Data (CR, CTR, LTV)
- Managed day-to-day operations, made sure the conditions were there for all of the teams to shine
- Led the Communication team, responsible for PR, content marketing, PPC advertisement and affiliate marketing

[2012 and 2014] Attended Startup Chile and TechPeaks Italy as an entrepreneur

- Both times growing Mememoirs, learning Lean Best Practices from the world's best and putting them into practice
- Rubbed shoulders and expanded his professional network to encompass the world

[2009 – 2010] Developed web solutions for clients in Paris for Lixao Rich Media

- Worked closely with the Design, Sales and Dev team to fulfil the needs of our Parisian clients
- Frontend (WordPress, JS, HTML+CSS) but also some strides into Php, C# and XSLT backend tasks.

[2007 – 2008] Designed machine vision algorithms for GFE e. V. in Germany

He graduated in Electrical and Computer Engineering at Universidade do Porto, Portugal (2006) having done one year Erasmus at Ghent University, Belgium.

People who have worked with him swear he is:

A problem solver and a doer

Obsessive with detail, going that extra mile to achieve perfection

A great addition to any team

A pleasure to work with, upbeat and professional

Empathic with the user and her problem / need

A curious mind, always learning

Fluent in written and spoken English, French, Italian, Spanish and Portuguese, with a basic level of German

When not developing solid web solutions he can be found:

Filming, photographing, editing video

Reading anything thought-provoking he can get his eyes on

Tending his organic food garden, cooking delicious food with its produce

Playing the drums

Writing stories

Taking his dogs Sol and Tobias for a walk

Lastly, if you think you might need his help or have an enticing proposition to drop on the table you can hit him at

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