

Rodrigo Alonso Calvo

Web Designer & Developer | SEO | Custom Tools

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Languages: Spanish (Native) | English (Conversational)

PROFILE

Web designer and developer building complete websites end to end: structure, design, SEO and deployment. I have delivered live sites for real businesses and associations, including a full redesign and SEO overhaul of a veterinary management platform. I also build custom tools in JavaScript and Python and handle deployment on Linux servers with Docker, nginx and SSL, so projects go live rather than ending as a ZIP file.

EXPERIENCE

Web Developer & Designer (Internship)

Insonorum | March 2026 - June 2026

- Built and maintained websites for companies and associations in the livestock and veterinary sector: AECAS (aecas.es), Agrupacion Montanera Zamorana digital archive (agrupacionmz.es/hemeroteca), Serrana Negra cattle breed (serrananegra.librosgenealogicos.com), Asociacion GEO (asociaciongeo.com) and the PRESVET information system.
- Led a full redesign and SEO overhaul of gestionavet.es, a veterinary management and electronic prescription platform: site audit, SEO titles and meta descriptions, H1/H2/H3 heading structure, image alt text, internal linking, and a modernised visual layout tested across devices.
- Programmed custom web tools: a chart visualizer (ChartBuilder), a JSON-driven event calendar, and a scatter plot generator for livestock lactation-curve data, all built for reuse across company projects.
- Produced graphic design work for ASZAL and AECAS: posters, product labels, t-shirt designs and reference materials, plus a social media advertising campaign for GESTIONAVET (Instagram and Facebook formats).
- Handled multilingual website translation, content structuring, menu and link auditing and digital asset organisation.

Web Developer & Designer - Freelance

Self-employed | Present

- Designed and built the website for Conchita Cafe, a cocktail bar in Zamora (conchitacafezamora.com): full menu across drink categories, brand-led visual design, opening hours, location map and social media integration.
- Delivered custom websites for local businesses including a clothing brand and a hospitality venue, plus web applications and automation scripts for private clients, covering design, build and launch.
- Deployment and maintenance on self-managed Linux servers using Docker, nginx, and automated Let's Encrypt SSL certificate renewal.

SKILLS

Web Design	Responsive design, layout, typography, UI composition
Web Development	HTML5, CSS3, JavaScript, React, Node.js
CMS	WordPress site building, theming and content management
SEO	On-page audits, meta tags, heading structure, alt text, internal linking
Programming	Python, JavaScript, data visualization, automation, web scraping
Graphic Design	Posters, labels, apparel, social media advertising
Servers & DevOps	Linux, Docker, nginx, SSL certificates, Git

SELECTED PROJECTS

- conchitacafezamora.com - website for a cocktail bar (design and build)
- aecas.es - full website for a cattle breed association
- agrupacionmz.es/hemeroteca - digital archive with large-volume content
- serrananegra.librosgenealogicos.com - breed information website
- gestionavet.es - redesign, SEO optimisation and advertising campaign
- asociaciongeo.com - course and training website

EDUCATION

Vocational Degree in Microcomputer Systems and Networks (CFGM SMR)

Spanish vocational education system | Completed 2026

- Computer systems, networking, web services and server administration, including a 14-week company internship at Insonorum.