Jose Cancel - Joche

Selected work

Websites, digital tools, and visual identities.

Design and full-stack development from Puerto Rico. A selection of delivered client work, with clear descriptions of my role, approach, and scope.

I work independently and with teams, from defining a project through implementation and handoff. Available for freelance projects and employment opportunities.

info@joche.dev | +1 (787) 585-4646

Explore the live portfolio

English and Spanish | Updated October 2026

PrintMOP

Website + Brand Design



I designed and developed PrintMOP's complete website to present its printing and mailing services. The engagement also included refinements to the existing logo, supporting emblems, a commercial vehicle wrap, and capability statement design and updates.

My role

Website design and development; logo refinement, emblems, vehicle wrap, and capability statement design

Approach

I designed and built the website, refined the existing logo, and developed supporting emblems. I extended the visual direction into a vehicle wrap and a capability statement, organizing the company's services, credentials, and past performance into a branded document. I also updated the capability statement as the company's information evolved.

Outcome

Delivered a complete website, refined brand assets and emblems, production files for the vehicle wrap, and a capability statement with subsequent updates. Together, these materials present the company's capabilities across digital, print, and physical brand applications.

View the complete project online

Astrid Vélez & Alliances

Website Design + Development



I designed and developed the website for Astrid Vélez & Alliances, bringing her professional profile, consulting focus, and approach together in a cohesive online presence.

My role

Website design and development

Approach

I shaped the page layouts and visual presentation, then developed responsive pages that connect Astrid's profile, areas of expertise, and contact options.

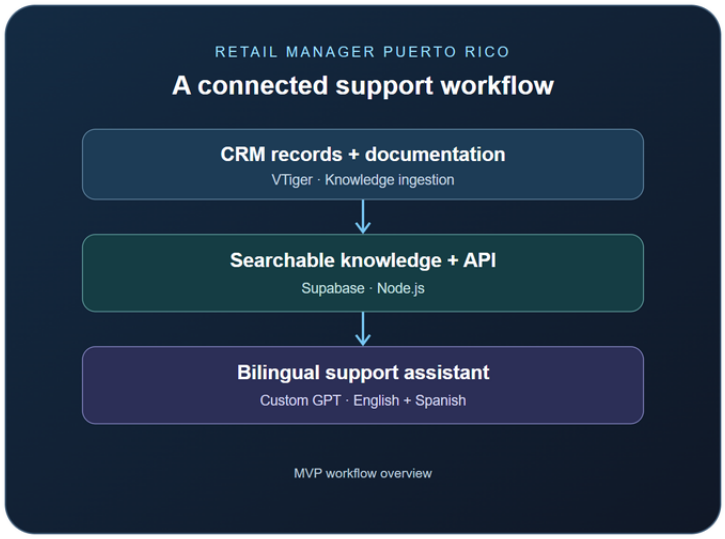
Outcome

Delivered a complete website with desktop and mobile layouts, a clear introduction to the practice, and direct paths to explore services and get in touch.

View the complete project online

Retail Manager Puerto Rico

AI Support + Integration



I built a support MVP for Retail Manager Puerto Rico that connects VTiger CRM data and documentation with a searchable knowledge system and a Custom GPT integration.

My role

Knowledge ingestion, Supabase data layer, Node.js API, and Custom GPT integration

Approach

I implemented ingestion scripts, a Supabase knowledge layer, and a Node.js API, then connected the API to a Custom GPT for English and Spanish support queries.

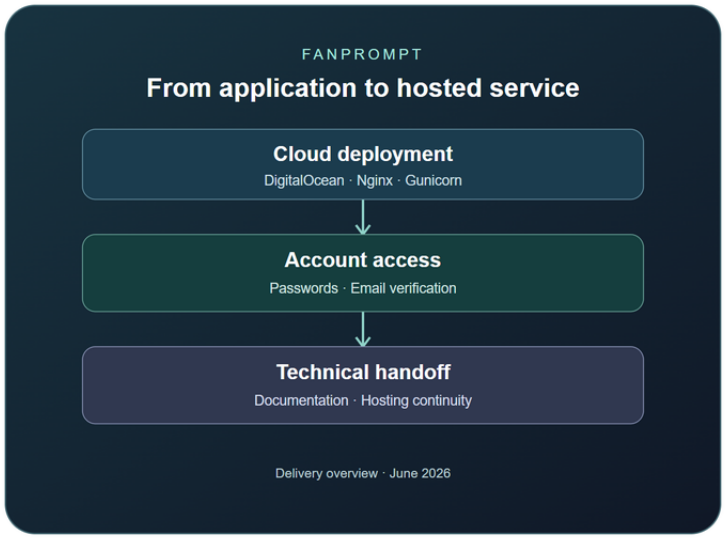
Outcome

Delivered an integrated MVP spanning data preparation, search, API development, and the assistant connection. The case study describes the implementation without exposing client records.

View the complete project online

FanPrompt

Cloud Deployment + Authentication



I evaluated an existing AI sports application, deployed it to DigitalOcean, and implemented password authentication with email verification. I documented the environment and remaining work for a handoff to another developer, then continued providing hosting.

My role

Technical evaluation, cloud deployment, authentication development, validation, and handoff

Approach

I reviewed the application and deployment requirements, configured the VPS and HTTPS, adapted runtime configuration, and developed the new authentication flow. I validated key flows and prepared deployment tooling and handoff documentation.

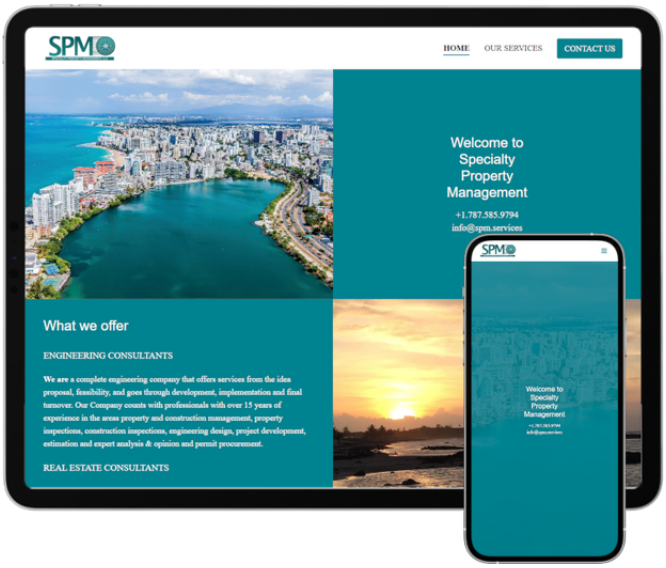
Outcome

Delivered a hosted application with improved authentication and a documented operating environment. Application development continued with another developer; my responsibility after handoff was limited to hosting.

View the complete project online

Specialty Property Management, LLC

Website + Brand Assets



I designed and developed a responsive website for Specialty Property Management, LLC, organizing its engineering, property management, and consulting services into a clear business presence.

My role

Website design and development, content structure, and brand asset preparation

Approach

I prepared brand assets, structured the homepage and service content, and built responsive pages with contact and location information. The design was refined through successive client revisions.

Outcome

Delivered a multi-page business website with organized service information, responsive layouts, and direct paths for prospective clients to get in touch.

View the complete project online

Fase 1 — Logo Design Program

Logo Design + Brand Assets













I created logos and supporting brand assets for businesses across the Fase 1 program in 2022 and 2023. The collection highlights final delivered marks across a range of industries.

My role

Logo design, revisions, and final brand asset delivery

Approach

I developed and refined client logo concepts, then prepared final logo variations and brand-kit assets. The gallery presents one final mark per client so each identity has room to stand on its own.

Outcome

Delivered a collection of business identities and supporting brand assets. Explore the gallery to see the range of visual directions and finished marks.

View the complete project online

Capability Statements

Company capabilities, clearly presented.

Content organization, document layout, and visual presentation tailored to each business and its intended buyers. Original client documents are shown in English.



PrintMOP

A capability statement for Model Offset Printing, Corp., organizing its printing, packaging, and mailing capabilities alongside company credentials and past performance. Includes my most recent update to this document.



Brain Connections

A capability statement presenting neuroscience-based education, training, and consulting services, with a visual hierarchy shaped around the company's expertise and experience.



Parques Imaginarios

A capability statement bringing publishing, literacy initiatives, and educational outreach into one company overview, with a playful presentation suited to the business.

Explore the full-size documents online