

CONTACT

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PROFESSIONAL EXPERIENCE

WordPress Web Associate (Sept 2024 – Present)

Culture Trip for US News

- Add files sent in by the multiple suppliers and parse it on Google sheets and add the reviewed information on the WordPress website accordingly.
- Edit and add graphics that will be needed for some webpages (Thumbnail edits, tables, etc.)
- Create, add, edit, launch, test and update web pages.
- Check for errors and write detailed reports for these errors to relay to the web developers.
- Configure WordPress features unique to the website architecture as instructed by the production and development teams.
- Attend and participate in daily and/or weekly meetings with developers, management and the production team.
- Exchange ideas with the production team to enhance efficiency in executing WordPress related tasks.

Tools Used: WordPress, Jira, Google Suite, Figma

WordPress Web Developer (Migrations)

Methodical – Inhabit (August 2023 – May 2024)

- Successfully replicated and migrated over 10 static HTML/CSS websites to WordPress platforms, ensuring accurate transfer of content, design, and functionality for a real estate service.
- Edited and created design elements using Figma and Photoshop to match the design aesthetics and functionality of the original non-WordPress sites, including responsive design adjustments and SEO enhancements.
- Conducted thorough testing and quality assurance to identify and resolve issues related to site performance, cross-browser compatibility, and mobile responsiveness.
- Worked closely with on-shore agents and staff to understand client needs and preferences, providing regular updates and incorporating feedback to deliver high-quality, tailored websites.

Tools Used: WordPress: Gutenberg Builder, Astra Theme, Figma, Canva, Photoshop, Yoast SEO, Screaming Frog

PROFESSIONAL EXPERIENCE

WordPress Web Developer, UI/UX

Freelance – Vtek, Yanceyworks, Krutherford (June 2018 – March 2024)

- Study and analyze the old UI/UX that VTEK staff is currently using and the current UI/UX of the software that has been in development and the business process of the company based on the resources given by management.
- Create and present design proposals based off what I have gathered in my studies and analysis to improve the application in future developments.
- Conduct interviews, forms and feedback devices that gather primary and secondary user information to help with the UI/UX design development.
- Use the gathered information to develop a user friendly design for the software's prototype using Figma and other visual presentation applications and softwares.
- implement designs made by the main Graphic Designer. If the design is too difficult, correspond with the designer and come up with design solutions that intersect with what can be technically pulled off within the time constraint given by the project.
- **Elementor skill:** Leverage Elementor as the main tool for webpage building. Build dynamic and responsive websites with appealing layout and animation
- Intermediate skill in editing, updating, adding needed design and functional features using HTML, CSS and some Javascript especially for mobile view purposes.
- Proficient to expert level in using Canva and Adobe Photoshop for marketing and website content.
- Conduct testing and troubleshooting for all parts of the website from front end to SEO.
- Revise and fix errors on the Wordpress sites that the client sends.

Tools Used: Wordpress: Elementor, Figma, Canva, Photoshop

Children's Book Illustrator (June 3,2018 – Feb 2022)

Krutherford Outsourcing / Rutherfordmont Outsourcing

- Illustrate scenes provided by the client based on the art style that the client has chosen with their respective publisher
- Interpreting what clients may want in their illustrations depending on their stylistic preferences
- Submitting the storyboard for each scene in the client's books.
- Revising Sample illustrations and storyboard based on client preferences.
- Meeting metrics that were implemented by team supervisors. These metrics were mostly for timeliness of deliverables and basic art composition standards.
- Participate and Enjoy company activities and functions.

Tools Used: Google sheets, Adobe Photoshop, Pen tablet/ Pen display

PROFESSIONAL EXPERIENCE

Web Builder/ Designer (Jan 9, 2017 – June 30, 2018)

Mopro (Client Care/ Escalations team)

- Design and modify websites based on client request relayed by the representative that communicates with the client via call and email
- Make/ Edit logos and photos for the client (if necessary) using open source web materials
- Fix CMS bugs with HTML/ CSS/ Javascript workarounds if allowable by the proprietary CMS
- Listen to live calls while making live revisions
- Present practical, timely and efficient design solutions that will help the client and representative understand the technicalities of the platform they are working with
- Communicate with representatives from HQ (California) for special enterprise projects during the earlier stages of the Escalations team development, via chat and call
- Make sure personal performance is up to par with given metrics

Tools Used: Company Proprietary CMS, Stack Overflow

Freelance Illustrator, Concept artist, sprite animation, marketing illustrator and Graphic Design (2017 – July 2023)

Freelance Project Based

- Make the scene list for the author based on the manuscript provided. This may be or may not be in collaboration with the author
- Storyboarding the scene list and sending it to the author for approval and revisions.
- Drawing in the details and coloring for the approved storyboard and sending the finished illustrations for approval and revisions.
- Layout text for the book and submit to the author for approval and revisions.
- Researching different inspirations and references that may be useful for the concept that the client is trying to bring to life.
- Designing and conceptualizing characters, environments and other visual items based on the client's story.
- Helping the client with the story details especially if they involve the art style.
- Providing illustrated deliverables collating different characters, settings, references and so on.
- Uploading sprite frames on Unity based on the character animation that was drawn.

Tools Used: Clip Studio Paint, Adobe Photoshop, Adobe Illustrator, Adobe In Design, Unity 2d, Pen Display, Asana, Trello

PROFESSIONAL EXPERIENCE

Content Writer (2015 – May 2016)

Arkhold Innovations, Virtual Staff Save

- Writing web content for the client’s website blogs, newsletters and brochures.
- Uploading web content via the WordPress web builder the developer is using.
- Collaborating with developers when using apps and uploading content.
- Attend trainings for new technologies that may be implemented in the current and up coming projects.
- Implementing Newsletter designs using HTML and CSS and Mailchimp.
- Writing proposal letters to offer new services to new and existing clients and other office documents.
- Creating informative and engaging content that is optimized for search engines with the keywords provided by the team lead. The keywords were based off of topics that were relevant to the client business that we were working with.
- Incorporating keywords strategically into the content, including in the headline, subheadings and body text while avoiding overuse and spamming.
- Making sure there are Internal and external links to increase site traffic.
- The metrics focused on making three 900 word articles, with good grammar and spelling while avoiding overuse or non-use of assigned phrases and words.

Tools Used: Microsoft office, Wordpress (DIVI, Beaver Builder), Joomla, Mailchimp

SKILLS AND TOOLS

Skills

- User Experience and User Interaction Design
- Web and Graphic Design
- WordPress Website Development (Web Builder, Low code - No code)
- Website Migration to WordPress
- Illustration and Concept Art
- Copy writing
- Simple Video Editing

Tools

- Figma
 - Canva
 - Adobe Creative Suite
 - Google Suite
 - Microsoft Office Suite
 - Project Management tools (Click Up, Asana, Trello, Notion)
 - WordPress
 - HTML and CSS
 - Capcut
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EDUCATION

University of San Carlos (2012 – 2014)

Information and Communications technology (ICT) Program

University of San Carlos University of San Carlos (2009 – 2012)

Computer Science program

CERTIFICATES

[UX Conference \(8 hours\)](#)

UXPH Mini September 27, 2025

[Visual Design for UI Bootcamp \(20 hours\)](#)

Frost Design and Consulting Group, INC.
November 25 – 29 2024

[UX Design Bootcamp \(10 Hours\)](#)

Cebu UXD / October 26, 2024