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Senior Web Designer / UI/UX Designer / Digital Content Designer

17 years+ of experience in website design and development. Proficient in User Interface (UI) Design, User Experience (UX) design, website design, graphic design, front-end coding, and digital content design.

- **Design tools:** Adobe Photoshop, Adobe Illustrator, Adobe XD, Figma, Balsamiq Wireframe, and Zeplin
- **Front-end coding:** HTML5, CSS3, SASS, SCSS, GruntJS, JQuery, Bootstrap Framework, and Odoo for website
- **Content Management System:** Magento CMS and WordPress CMS
- **Video editing tools:** Adobe Premiere Rush, CapCut, and Canva
- **Others:** Dotdigital Engagement Cloud (Dotmailer), Mailchimp, and Search Engine Optimization (SEO)

Education

College

1997 – 2001

University of Perpetual Help Rizal (UPHR), Las Piñas City, Philippines

Bachelor of Science, Major in Computer Science

Working Experience

July 24, 2023 - Present

Coinstreet Marketing Solutions / <https://coinstreet.group/>

Description: Founded in 2017, Coinstreet is an award-winning professional advisory and consulting firm in the Digital Asset sector.

Web Designer/Front-end Developer

- August 2023 was transferred to **Signum Digital Limited** which is one of the business unit of the company
- User Interface (UI) and User Experience (UX) design and front-end development of the business division WordPress websites of the company which are the following: CSpro: <https://www.cspro.io/>, Coinstreet Group: <https://coinstreet.group/>, Dwealth VIP: <https://dwealth.vip/>, and Signum Digital Limited: <https://signumdigital.hk/>

- Design and implementation of the monthly email newsletters in the SendGrid email platform which is a part of digital marketing
- Graphic design such as business cards and promotional banners for marketing purposes
- Tracked WordPress website user activities through Google Analytics
- Maintained all WordPress websites in the Plesk hosting control panel making sure all WordPress websites are updated including the plugins
- Installed and set up WordPress websites in the Plesk hosting control panel
- **Technologies:** Figma, HTML5, CSS3, SASS, SCSS, GruntJS, Jquery, Bootstrap Framework, Zeplin, SendGrid, and WordPress Content Management System (CMS)

December 15, 2021 - March 3, 2023

AP Capital Investment Limited / www.apcapitalinvestment.com

Description: AP Capital is your bridge that connects traditional financial markets and the world of crypto. We adopt strategies to minimize the impact of market turbulence and maximize investment potential.

Web Designer / UI/UX Designer

- Worked closely with different stakeholders and the product owner to translate the business requirements and user stories into digital creatives and worked with the developers to make sure the user interface designs are properly implemented
- Provide UI & UX design solutions or prototypes for the business platforms like web and mobile applications to convert the pain points into opportunities
- Assist the new UI/UX designers to use the proper brand guidelines to be applied in the web and mobile user interface designs and prototypes for consistency
- Provide consistent and on-going UI/UX design support and maintenance to the business platforms - web and mobile applications
- WordPress Content Management System (CMS) design, front-end coding (HTML, CSS, SASS, SCSS, and Jquery), and integration of the AP Capital website (<https://apcapitalinvestment.com/>)
- UI/UX design (Adobe XD or Figma) of the Mamoru web application and mobile application: www.mamoru.com
- WordPress website design and front-end coding (HTML, CSS, SASS, SCSS, and Jquery) of the following sites: Mamoru Canada (<https://mamoru.ca/>), Mamoru USA (<https://mamoruusa.com/>), and Mamoru Brasil (<https://mamorubrasil.com/>)
- Website design of the Yotei Finance website (<https://yotei.finance/>)
- Work collaboration with the IT team to make sure that the UI designs are properly implemented and meet all the requirements needed
- **Technologies:** Adobe XD, Figma, Zeplin, HTML5, CSS3, GruntJS, SASS, SCSS, Bootstrap Framework, and WordPress Content Management System (CMS)
- Reason for leaving: restructuring of organization

June 6, 2016 - December 9, 2021

HobbyKing (Kwun Tong, Hong Kong) / www.hobbyking.com

Description: Founded in 2005, Hextronik Limited trading as HobbyKing, is an international developer, distributor and marketer of hobby goods and accessories. The company's product range includes radio control (RC) cars, planes, boats and helicopters; and other general hobby products.

Web Designer / Front-end Designer

- Worked closely with different stakeholders and the product owner to translate the business requirements and user stories into digital creatives and worked with the developers to make sure the user interface designs are properly implemented
- Design pixel-perfect user interface and making sure the design follows the brand guidelines and codable
- Act as a bridge between the marketing team and the graphics team to transform the ideas and concepts into a final web design layout then produce a sample prototype as a preparation prior to Magento integration
- Electronic Direct Mail (EDM) design, front-end coding (HTML and CSS), and integration through Dotdigital Engagement Cloud (Dotmailer) platform: <https://www.josephryandeleon.com/portfolios/edm-assembly/>
- Website design, landing page design, email newsletter design, user interface design (UI), user experience design (UX), and front-end coding (HTML, CSS, SASS, SCSS, and JQuery) of the HobbyKing's eCommerce website: <https://hobbyking.com/>
- WordPress Content Management System (CMS) design, front-end coding (HTML, CSS, SASS, SCSS, and JQuery) of the following websites: Durafly (<https://durafly.com/>) and Turnigy (<https://turnigy.com/>)
- Checked and monitor the EDM's performance sales revenue via Google Analytics
- **Technologies:** Adobe Photoshop, Adobe Illustrator, Adobe XD, Balsamiq Wireframe, HTML5, CSS3, JQuery, SASS, SCSS, GruntJS, Bootstrap Framework, WordPress Content Management System (CMS), and Magento eCommerce
- Reason for leaving: career growth

April 21, 2015 - February 10, 2016

Call Socket USA (Oakland, California)

Description: Silicon Valley Contact Center. CallSocket doesn't just answer phones – though we do a good job of it! Our digital agency side provides short- and long-form data leads, predictable costs and performance through our publisher relationships, custom “micro sites” and SEM

panache.

Web Designer / Front-end Developer (Independent Contractor)

- Website design and front-end coding
- WordPress Content Management System (CMS) website design, coding, and integration
- Odoo eCommerce website design, coding, and integration
- Email newsletter design and coding
- **Technologies:** Adobe Photoshop, Adobe Illustrator, Adobe Flash, HTML5, CSS3, JQuery, Git version control system, Bootstrap Framework, Woocommerce, Odoo CRM, WordPress Content Management System (CMS)
- Reason for leaving: restructuring of organization

September 20, 2014 - April 20 2015

Ruveneco Inc. (Montreal, Canada) / www.ruveneco.com

Description: RuveneCo initially published international best selling test prep books, including The Gold Standard MCAT. Subsequent publications featured online interactive teaching programs, live courses, teaching videos and over 20 test prep websites.

Web Designer / Web Master (Independent Contractor)

- Website design and front-end coding
- Promotional banner design conceptualization
- Flash banner advertisement design and animation using Flash Actionscript 2.0
- Search Engine Optimization (SEO)
- **Technologies:** Adobe Photoshop, Adobe Illustrator, Adobe Flash, Flash Actionscript 2.0, HTML5, CSS3, JQuery, Bootstrap Framework
- Reason for leaving: career growth

November 19, 2012 - January 4, 2015

Techmaster Electronics (Vista, California) / www.techmastertest.com

Description: Techmaster Electronics was established in 1989 with the mission to provide calibrations performed through sound, ethical workmanship and to accommodate customer satisfaction. We have grown to a multi-faceted company providing Test and Measurement Sales, Rentals, Calibration and Repair.

Senior Web Designer / Front-end Developer (Independent Contractor)

- Corporate website design and front-end coding

- WordPress Content Management System (CMS) design, coding, and integration of the eCommerce website
- Company flyer design
- Search Engine Optimization (SEO)
- **Technologies:** Adobe Photoshop, Adobe Illustrator, Adobe Flash, HTML5, CSS3, JQuery, WordPress Content Management System (CMS), Woocommerce
- Reason for leaving: restructuring of organization

January 4, 2010 - September 3, 2012

Adchemy Philippines (Makati City, Philippines)

Description: Adchemy develops SaaS technology that enables our customers to get more value out of their ad spend, grow revenue and profits. Our products help marketers intelligently scale their mission-critical paid search marketing efforts.

Senior Web Designer

- Flash banner advertisement conceptualization to be publish in Yahoo, MSN, NODC, RMX, and CAS
- Flash banner advertisement animation and animation using Actionsript 2.0
- Landing page design and front-end coding
- Graphic design
- Working experience in Foster City, California (January 29, 2010 - February 27, 2010)
- Working experience in Foster City, California (June 17, 2011 - July 1, 2011)
- **Technologies:** Adobe Photoshop, Adobe Illustrator, Adobe Flash, Flash Actionsript 2.0, HTML5, CSS3, JQuery
- Reason for leaving: restructuring of organization

August 19, 2008 - December 18, 2009

Emerson Network Power (Pasig City, Philippines) / www.emerson.com

Description: Emerson is a diversified global manufacturing company that brings technology and engineering together to provide innovative solutions to customers in the industrial, commercial and consumer markets through its Process Management, Industrial Automation, Network Power, Climate Technologies, and Commercial & Residential Solutions businesses.

Senior Web Designer

- Corporate website design, landing page design and front-end coding
- Flash banner advertisement design and animation using Actionsript 2.0
- Banner advertisement design

- **Technologies:** Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Adobe Flash, Flash Actionscript 2.0, HTML, CSS3, Javascript
- Reason for leaving: career growth

July 24, 2006 - June 24, 2008

The Design People (Pasig City, Philippines) / www.thedesignpeople.com

Description: The Design People, Inc., is a California-based web design firm focused on creating a professional online image that captures the essence of your business and identifies what makes it unique. We don't stop there, though. After we launch your website, we help promote and drive traffic to it and help you turn internet leads into revenue.

HTML / Flash Developer

- Front-end coding by converting the PSD design into a sample prototype
- Flash banner design and animation using Actionscript 2.0
- **Technologies:** Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Adobe Flash, Flash Actionscript 2.0, HTML, CSS3, Javascript
- Reason for leaving: career growth

September 2, 2004 - July 10, 2006

Global Internet Promotion (Makati City, Philippines)

Description: Global Internet Promotion is a digital marketing company that helps businesses have their own website to help increase revenue and to market products & services.

Web Designer / SEO Technician

- Website design and front-end coding
- Flash banner design and animation using Actionscript 2.0
- Website keywords creation and Search Engine Optimization (SEO)
- **Technologies:** Adobe Photoshop, Adobe Illustrator, Adobe Dreamweaver, Adobe Flash, Flash Actionscript 2.0, HTML, CSS3, Javascript
- Reason for leaving: career growth

September 2, 2003 - July 2, 2004

Thomson Philippines Corporation (Makati City, Philippines) / www.thomsonreuters.com

Description: Thomson Reuters is the world's leading source of intelligent information for businesses and professionals. We combine industry expertise with innovative technology to deliver critical information to leading decision makers in the financial and risk, legal, tax and accounting, intellectual property and science and media markets, powered by the world's most trusted news organization.

Data Associate

- Accurate indexing, scanning, and quality checking of financial reports
- Reason for leaving: career growth

June 13, 2001 - January 31, 2002

SPI Technologies Inc. (Paranaque City, Philippines) / www.spi-global.com

Description: SPI Global is one of the world's largest and most diversified Business Process Outsourcing (BPO) service providers in terms of clients, geographic presence, and capabilities. We have defined the highest standards of excellence together with our clients for Knowledge Process Outsourcing (KPO) and Customer Relationship Management (CRM).

Quality Control Inspector

- Quality checking of HTML tags
- Front-end coding
- Reason for leaving: career growth

Awards

<p>March 20, 2007 The Design People Monthly Awards Best in Flash Animation (Bringing Life in Designs)</p>	<p>May 30, 2007 The Design People Monthly Awards Best in HTML (Translating Concepts into Life)</p>
<p>May 30, 2007 The Design People Enterprise Challenge Awards Best Overall Design</p>	<p>October 25, 2007 The Design People Monthly Awards Best in HTML (Translating Concepts into Life)</p>

Recent Projects

- CSpro website: <https://hk.cspro.io/>
- Coinstreet Group website: <https://coinstreet.group/>
- Dwealth VIP website: <https://dwealth.vip/>
- Signum Digital Limited website: <https://signumdigital.hk/>
- Mamoru Exchange web application: <https://www.mamoru.com/>
- Mamoru Canada landing page website: <https://mamoru.ca/>
- Mamoru USA landing page website: <https://mamoruusa.com/>
- Mamoru Brasil landing page website: <https://mamorubrasil.com/>
- AP Capital website: <https://apcapitalinvestment.com/>
- Yotei Finance website: <https://yotei.finance/>

- HobbyKing eCommerce website: <https://hobbyking.com/>
- Facebook reels: <https://www.josephryandeleon.com/portfolios/facebook-reels/>