Aaron Noel De Leon

Creating Impact through Good Code & Thoughtful Design

OVERVIEW

I'm an experienced software developer focused on front-end development and UI design. I had the opportunity to work with companies around the world; crafting delightful digital products using web technologies.

EXPERIENCE

X - Team • Software Engineer & UI Designer • Jun 2016 - Present

Designed and developed a web app ($\underline{join.x-team.com}$) to automate the company's initial vetting process, making the applicant review process at least $8\times$ more efficient by weeding out unserious applicants, and automatically indexing applicant details.

Structure Tokenhub (via X-Team) • UI Engineer • Aug 2017 - Nov 2017

Ported the jQuery-based front-end of an Initial Coin Offering (ICO) platform to ReactJS.

- Used Redux, Webpack, Immutable, redux-form.
- Ported the Investment module. Pushed critical UI fixes to Authentication Pages,
 Dashboard, & Settings.
- Bugwolf (via X-Team) Software Engineer Jul 2016 Dec 2016

Developed the Capture app (<u>www.bugwolf.com/capture</u>) – a screen casting app that integrates with 3rd-party storage and issue-tracking service.

- Re-architected the source to make automated builds and updates seamless.
- Added audio recording, multi-screen support, & cursor tracking. Fixed UI and transcoding bugs. Used Electron, React, and RecordRTC.
- Structured 3rd-party service integrations and added support for major partners (Dropbox, OneDrive, Google Drive, Github)
- Phaxio Front-end Developer & Designer Mar 2016 Feb 2018

Redesigned and developed Phaxio's branding, marketing website and web app (www.phaxio.com). Centered the design around content, retained previous URLs and

made the website responsive (SEO); resulting to about 400% increase in page views in just two months.

Å Vyllage ⋅ Front-end Developer & UI Designer ⋅ Feb 2015 - Jan 2016

Lead the redesign and front-end implementation of Vyllage (<u>www.vyllage.com</u>) – a collaborative resumé and job referral network for universities; to 200% sales increase.

- Designed prototypes and high-fidelity mockups using Sketch and Invision.
- Lead the front-end implementation using SASS and ReactJS and other complementary technologies such as Webpack, Gulp, and Reflux.
- Wrote unit tests for components using Jasmine.
- **Over State 1** Voyager Innovations Inc. Front-end Developer Jun 2014 Feb 2015

Developed responsive web apps for local digital products used by thousands of users.

- Smartnet 2.0 (now Safezone): Smart's very own social network, which also aggregates feed from users' social accounts.
- Voyager Developer Portal: Public APIs of Voyager products.
 (developer.voyagerinnovation.com)
- Takatack: Philippines' online marketplace. (takatack.com)
- Smart Places: a mobile app for location-based reminders and actions.

UE Research & Development Unit - Team Leader - Jun 2011 - Apr 2014

- Developed software and facilitated system deployments for various university functions. Systems include: Event Registration, University Student Council Election, Pageant Scoring, Battery Exam Tutorial Enrollment and the UE API.
- Designed and developed web and mobile applications for competitions outside the university.
- Facilitated trainings about web technologies (PHP, JavaScript, HTML, CSS), and design (Adobe Photoshop, Fundamental UI/UX Concepts).

EDUCATION

University of the East • April 2014

Bachelor of Science in Computer Science Summa Cum Laude