Aaron Noel De Leon

Creating Impact through Good Code & Thoughtful Design

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SUMMARY

I'm a web developer focused on front-end development and UI design. I've worked with companies around the world; designing and implementing web apps from the ground up, and publishing regular updates for thousands of users.

EXPERIENCE

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.

Bugwolf · Software Engineer · Jul 2016 – Dec 2016

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

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

X-Team · Software Engineer & UI Designer · Jun 2016 – Present

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

Vyllage · Front-end Developer & UI Designer · Feb 2015 – Jan 2016

- Lead the redesign and front-end implementation of Vyllage (www.vyllage.com) – a collaborative resumé and job network for universities resulting in 200% increase in sales.

- 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.

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