

Aaron Noel De Leon

Creating Impact through Good Code & Thoughtful Design

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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 modern web technologies.

EXPERIENCE

🌀 **Karma** • Software Engineer & UI Designer • Jul 2018 - Mar 2019

Designed and developed Karma (karma.wiki) – a web app for sending letters of gratitude, and Letter (letter.wiki) – a platform for long-form conversations.

- Used Sketch, Invision, and StyleGuidist for crafting and managing the UI design.
- Used ReactJS, styled-system, and styled-components for UI development.

✂ **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 8x more efficient by weeding out unserious applicants, and automatically indexing applicant details.

🏠 **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, and 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 (www.bugwolf.com/capture) – 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.

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 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.

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 events.

EDUCATION

University of the East • April 2014

Bachelor of Science in Computer Science

Summa Cum Laude