

Aaron Noel De Leon

UI Engineer

✉ here@nelo.is

☎ +63 916 837 5550

🔗 nelo.is

🐙 @nelonoel

OVERVIEW

I'm an experienced software developer focusing on UI Engineering and Design Systems. I spent most of my career as a consultant for clients around the world; crafting delightful apps and websites using modern web technologies.

TECH STACK

React	React Native	JS
CSS-in-JS	styled-system	
Electron	Node	GraphQL
Redux	Sketch	InVision

WORK EXPERIENCE

🏠 Intent – Maker

MAR 2019 → PRESENT

Started Intent – a suite of tools that help users be more intentional with their digital life.

- ↳ Crafted a custom, gesture-based *Android* app launcher using *react-native*.
- ↳ Created *browser extensions*: Browser which mutes distracting website features, and Timer which provides insights and limits to time spent online.
- ↳ Developed the marketing website using *GatsbyJS*, *ReactJS*, *styled-components*, *styled-system*, and *GraphQL*.

🌀 Karma – UI Engineer

JUL 2018 → MAR 2019

Crafted Karma – a web app for sending letters of gratitude and Letter – a platform for long-form conversations.

- ↳ Designed and documented the UI using *Sketch*, *InVision*, and *StyleGuidist*.
- ↳ Developed the app using *ReactJS*, *styled-system*, and *styled-components*.

✂ X-Team – Software Engineer

JUN 2016 → JUN 2018

Developed apps with X-Team – a remote-first consulting agency.

- ↳ Made the applicant review process at least 8x more efficient by automating the company's initial vetting process.
- ↳ Modernized TokenHub, an Initial Coin Offering (ICO) platform, from a *jQuery*-based codebase to *ReactJS*, *Redux*, and *Immutable*. Pushed critical fixes to Authentication, Investment, and Dashboard pages.

- ↳ Developed Capture – a screen casting app that integrates with storage and issue-tracking services. Added automated build and update, audio recording, multi-screen support & cursor tracking using *Electron*, *ReactJS*, and *RecordRTC*.

Phaxio – Front-end Developer & Designer

MAR 2016 → FEB 2018

Crafted the branding, marketing, documentation, and console app of Phaxio – an easy-to-use fax API for developers.

- ↳ Contributed *4x* increase in page views by observing SEO best practices.
- ↳ Developed the marketing and documentation website using *Jekyll*, *SCSS*, & *JS*.
- ↳ Redesigned the *Ruby*-based console's front-end using *HAML*, *SCSS*, & *JS*.

Vyllage – Front-end Developer & Designer

FEB 2015 → FEB 2016

Designed and developed Vyllage – a collaborative resumé and job referral network for universities.

- ↳ Designed prototypes and high-fidelity mockups using *Sketch* and *InVision*.
- ↳ Lead the front-end implementation using *ReactJS*, *SASS*, *Webpack*, & *Reflux*.
- ↳ Wrote unit tests for components using *Jasmine*.

Voyager Innovations – Front-end Developer

JUN 2014 → FEB 2015

Contributed to the web apps made by Voyager – the digital arm of the top telecommunications company in the Philippines.

- ↳ Contributed fixes and new features to SmartNet – a social network aggregating feed from users' social accounts. Used by thousands of users.
- ↳ Crafted Voyager Developer Portal – public APIs for Voyager products.
- ↳ Designed Smart Places – a mobile app for location-based reminders and actions. Won Here Open Location Hackathon 2014.

EDUCATION

University of the East

JUN 2010 → APR 2014

Bachelor of Science in Computer Science

GPA: A+ (*Summa Cum Laude*)