Rogelio Santiago F. Deguito

@rogeliosd

Lipa City, Batangas

rs.deguito@outlook.com · 09052718552

UI/UX Designer │ Email Developer │ Front-end Developer

Professional Summary

As a front-end web developer with six years of experience, I specialize in creating intuitive, responsive, and user-friendly interfaces that deliver seamless user experiences. With a strong focus on UI/UX, I design and develop web pages, web applications, and email templates that are visually appealing and optimized for performance. I am also skilled in integrating APIs to support technical solutions and enhance website functionality. In addition, my expertise in email design and development enables me to manage email campaigns, create landing pages, and integrate web forms that support client goals. With a passion for staying up-to-date with the latest web development and design trends, I am committed to providing innovative and effective solutions that exceed client expectations.

Area of Expertise

- HTML/CSS
- JavaScript
- JavaScript frameworks (e.g. React)
- CSS preprocessors (e.g. Sass)
- JavaScript libraries (e.g. jQuery)
- Front-end frameworks (e.g. Bootstrap)
- Web design and user experience (UX)
- Responsive design
- Version control (e.g. Git, GitHub)
- Agile development methodologies.
- Cross-browser compatibility
- Back-end programming (e.g. PHP)

Career Highlights

- Utilized my creative talent and technical expertise to design visually appealing logos for clients. To ensure the logo aligns with the client's brand and messaging

- Actively engaging with clients to identify opportunities for improving their websites' banner and logo designs. By initiating collaborative discussions and suggesting changes, I work towards optimizing the turnaround time for such modifications.

- Leveraged my experience to help clients improve their online presence. I have collaborated with them to understand their business goals, target audience, branding, and messaging. Then, I have used my expertise in web design and development to provide customized solutions that meet their needs and objectives.

Professional Experience

Straight Arrow Corporation · Web Development Specialist 1 to Web Development Specialist 2 · *March 2021 – Present (2 years)*   *Pasig City, NCR*

- Collaborate with clients to create and customize email templates that align with their brand and marketing objectives by understanding their target audience, goals, and messaging, and incorporating visual and textual elements that enhance their email marketing campaigns.
- Provide recommendations and guidance to clients on effective email design principles and best practices by sharing industry benchmarks, analyzing performance metrics, and proposing A/B tests and optimizations that increase engagement, conversion, and retention rates.
- Manage client email campaigns by scheduling, sending, and tracking performance metrics using Eloqua, a marketing automation platform that allows for targeted segmentation, personalization, and automation of email communication.
- Design and develop responsive email templates that display correctly across various email clients and devices by using HTML, CSS, and media queries, and testing the templates thoroughly on popular email clients and devices to ensure their compatibility and accessibility.

TheCamel.co · Junior Web Developer · *Nov 2018 – March 2021 (2 years)*   *Lipa City, Batangas*

- Review and improve existing code by analyzing its performance, scalability, maintainability, and security, and refactoring it as necessary to enhance its quality and efficiency.
- Build custom widgets for clients by developing JavaScript, HTML, and CSS code, using APIs and third-party libraries, and following best practices and design patterns.
- Create widgets for TheCamel.Co by brainstorming innovative ideas, prototyping different designs, and testing them thoroughly on multiple devices and browsers.
- Provide recommendations and suggestions for enhancing requested custom widgets by researching industry trends, user behavior, and feedback from clients, and proposing new features, UI/UX improvements, and performance optimizations.
- Develop technical solutions tailored to individual clients' Duda platform websites by using JavaScript, HTML, CSS, and Duda's APIs and tools, and collaborating with project managers and designers to meet clients' requirements and deadlines.
- Work closely with senior web developers to manage statistical data using Google's DataStudio by setting up data sources, designing dashboards, creating reports, and analyzing metrics to identify trends, patterns, and opportunities for optimization.
- Collaborate with the team to forecast widget and technical solution sales by tracking sales data, analyzing market trends, and identifying potential customers and partners, and communicating recommendations and strategies to the sales and marketing departments.
- Integrate APIs into clients' websites to support technical solutions by selecting and configuring APIs that fit clients' needs, handling authentication and authorization, and testing the integration thoroughly to ensure it works seamlessly.

TheCamel.co · Junior Web Designer · *Feb 2018 – Nov 2018 (10 months)*   *Lipa City, Batangas*

- Collaborate with clients to understand their brand, target audience, and project requirements to suggest or create mockups for the overall web design and aesthetics of their website
- Work closely with the quality assurance (Q&A) team to ensure the design and responsiveness of websites meet client requirements, perform cross-browser and cross-device testing, and resolve any design-related issues or bugs
- Develop and maintain website style guides, including typography, color schemes, imagery, and iconography, to ensure consistency across all pages and designs
- Stay up-to-date with current design trends, emerging technologies, and best practices in web design, and incorporate them into website designs to keep them fresh and relevant
- Collaborate with other designers and developers, such as UX designers and front-end developers to ensure seamless integration of design and functionality on websites
- Create custom graphics and visual elements for websites, such as infographics, data visualizations, and illustrations, to enhance the user experience and convey complex information in a visually appealing way
- Design logos, icons, and other visual branding elements based on client requests for web design and aesthetics, ensuring they align with the client's brand identity and messaging

Education

- Bachelor of Science in Information Systems · De La Salle Lipa · March 2016