Aron Jobert Salim

Email: aronjobertsalim@gmail.com

Contact Number: +63 949 694 5169

Address: 109 Zone 3 Iba-Ibayo Hagonoy, Bulacan

PROFESSIONAL SUMMARY

Web Designer & Developer with 4+ years of experience specializing in Duda Website Builder, Shopify, and WordPress. Proven track record of building, customizing, and optimizing high-performing websites and eCommerce stores. Strong expertise in Shopify Liquid, Duda 2.0 & Classic, WordPress (Elementor), and frontend development (HTML, CSS, JavaScript). Experienced in conversion-focused UI/UX, SEO best practices, performance optimization, and client-driven website improvements.

CORE SKILLS

Duda Website Builder
- Duda 2.0 & Classic website development and optimization
- Custom layouts, widgets, and sections
- Template-based and scalable website builds
- SEO-driven site structure and performance optimization
- Responsive design across desktop, tablet, and mobile
- QA testing, bug fixing, and client revisions

Shopify Development
- Shopify store setup, maintenance, and optimization
- Custom theme customization using Shopify Liquid
- Development of custom sections, templates, and landing pages
- Product catalog management, imports/exports
- Payment gateway setup, domain configuration, DNS & SSL
- Shopify app installation and third-party integrations
- API integrations and marketing tools
- Checkout, layout, and performance troubleshooting

WordPress Development
- WordPress website development using Elementor
- Custom page layouts and template-based builds
- Site updates, optimization, and feature enhancements
- Plugin setup and configuration

Frontend Development
- HTML5, CSS3, JavaScript
- Custom CSS for layouts, sliders, overlays, and hover effects
- Responsive, mobile-first implementation
- Cross-browser and cross-device compatibility fixes
- Image optimization and frontend cleanup

UI / UX & Design Support
- Conversion-focused UI/UX improvements
- Landing page creation from PDFs and design assets
- Adobe Photoshop for image editing
- Canva for marketing and visual assets

SEO & Performance
- On-page SEO optimizations (heading structure, alt text, image sizing)
- Performance-focused layout and asset optimization
- Maintaining consistency across template-driven builds

Technical Knowledge
- Basic PHP
- Basic MySQL (phpMyAdmin, SQL CLI)

PROFESSIONAL EXPERIENCE

Duda Web Designer
eClerx (July 2024 – Present)

- Designed and developed responsive websites using Duda Builder (2.0 & Classic)
- Built and optimized 300+ SEO-driven, high-performing websites
- Customized layouts, widgets, and sections using HTML, CSS, and JavaScript
- Fixed UI, layout, and styling issues across multiple breakpoints
- Implemented SEO best practices including heading structure, image compression, and alt-text
- Troubleshot site bugs, performance issues, and design inconsistencies
- Delivered high-quality, template-driven websites in a fast-paced, client-focused environment

Shopify and WordPress Developer
Reload Media Inc. (June 2020 - February 2024)

- Built and maintained Shopify stores from setup to launch
- Customized Shopify themes using Shopify Liquid, including custom sections and templates
- Developed conversion-focused product and landing pages from PDF and design assets
- Installed, configured, and managed Shopify apps and third-party integrations
- Integrated external APIs and marketing tools
- Created email templates and automation flows using Klaviyo and Omnisend
- Managed product imports/exports and catalog updates
- Troubleshot Shopify layout, UI, and checkout-related issues
- Developed and maintained WordPress websites using Elementor
- Supported ongoing site enhancements and client-driven feature requests

Graphic Designer
Schoppman Ad Agency (February 2020 - May 2020)

- Created marketing graphics for merchandise and ad campaigns
- Designed banners for websites, social media, and digital ads

EDUCATION

TERTIARY (S.Y. 2015 - 2019)   Bachelors of Science in Information Technology

Bulacan State University Hagonoy Bulacan
Iba Carillo Hagonoy, Bulacan