

Gelvin De Leon

Calgary, Alberta

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Profile Summary

An accomplished graphic designer and web developer with eight years of expertise in handling diverse tools and technologies in creating designs and ensuring seamless cross-browser compatibility, my experience spans various projects, from software as a service (SaaS) to financial solutions, business promotions, awards, and event websites. Committed to driving innovation and problem-solving through design and technology, I am poised to contribute my skills and dedication to a dynamic team, eager to further enhance my expertise while delivering impactful solutions.

Skills

- **Hard Skills:** Adobe Photoshop, Adobe Illustrator, Adobe Premiere, After Effects, InDesign, Illustration, Photography, Typography, Branding, Logo Design, React, HTML5, CSS3, SCSS, Bootstrap, Javascript, JQuery, Git, ASP.NET, WordPress, Php, Figma, Responsive Web Design, Object Oriented Programming, MySQL, Email, Mailchimp, MS Office (Word, Excel and PowerPoint), Video hosting(Vimeo, YouTube), Social Media(Facebook, Twitter, Instagram), Google Analytics
- **Soft Skills:** Creative, analytical thinking, continuous learning, attention to detail, resolving technical issues, dedication, commitment, responsibility, teamwork, adaptability, innovative, attention to detail

Work Experience

Receiving/Warehouse

Canadian Tire

November 2023 - Present

- Receives, scans, verifies, and stores all incoming and overstock products according to established procedures and policies.
- Operates computer and scanning tools, and enters all relevant coding in Canadian Tire systems.
- Ships returns and completes proper paperwork.
- Responding to and handling customer and staff inquiries, requests, and concerns.
- Prepares merchandise for filing, sorts and fills merchandise carts for the retail floor.

Front-end Web Developer

Key Media

November 2020 - September 2023

- Managed web content updates, provided consultation on newsletter coordinators for web and email related concerns, and created graphic design and mockups.
- Developed websites as a Front end Web Developer using Wordpress. This also includes converting figma wireframes to bootstrap based html file, Ensuring optimization and cross browser and device compatibility, brand consistency across all websites, assisting stakeholders, editorial and events team for content changes, and acting as point person for CMS related concerns.
- Built reusable codes for future use, ensured the technical feasibility of UI/UX design.
- Created and designed email templates for EDM send outs.
- Created, edited, and optimized image assets for web use.

Graphics Designer

Wert Philippines

January 2020 - October 2020

- Provided Detailing Aid, Catchcovers and Leaflet graphic designs for Wert Philippines' healthcare and wellness products: Calcidat OB, Calciday Ortho, and Perispa.
- Created a logo, packaging, and pillow pouch design with 4 different variants for Yummy Vites.
- Provided Box and Bottle label design for REZYD Throat Spray.

Front-end Web Developer

C88 Financial Technologies Pte Ltd

July 2014 - November 2019

- Developed websites as a Front end Web Developer In asp.net. This also includes making each website responsive for different screen resolutions and different mobile devices.
- Handled and created Microsoft Sharepoint pages and Microsoft Stream for internal company use.
- Provided graphic designs, page designs, email templates, and instructional videos.

Freelance Front-end Web Developer/Designer

Dalaroy Beach Resort

March 2018

- Created the web design and developed the website for Dalaroy Beach Resort. The website is developed using HTML, CSS, SCSS. Javascript, Bootstrap, JQuery, and Google Maps.

Front-end Web Developer

Cube International

January 2014 - June 2014

- Developed websites for different clients as a Front end Web Developer. This also includes making each website responsive for different screen resolutions and different mobile devices.

Education

De La Salle University, Manila

June 2009 - June 2014

Bachelor of Science degree in Computer Studies with specialization in Instructional Systems Technology

Dean's List: 3rd Term, AY 2010-2011; 1st Term, AY 2011-2012; 2nd Term, AY 2011-2012.



[Verified International Academic Qualifications - Issued by World Education Services](#)

Equivalency in Canada: Bachelor's degree (four years)

Portfolio

<https://del22vin.github.io/>

Certificates

- **Google Analytics** 2023
Skillshop - Cert No: 57183 212665248
<https://skillshop.credential.net/77f9e7b9-575c-4f8d-8e0f-9377496dbc7a>
- **Graphic Design** 2023
Alison - Cert No:1926-34108935
<https://alison.com/certification/check/2y10jOTfpegKiSEvHhSMcHc2meagS7ZRhd4naHhBMQYAK1O2GwVC7Og>
- **Wordpress CMS** 2023
Inventive Media

- **Google Analytics for Beginners** 2022
Google Analytics Academy
- **What is Graphic Design?** 2022
LinkedIn Learning - Certificate Id: AZg7HawSnchgKYrndtRczz9qkIFk
- **Graphic Design Careers: First Steps** 2022
LinkedIn Learning - Certificate Id: ASnOeXrIbmLGzyi1p8L2hEMT_K_k
- **HTML & CSS with Bootstrap** 2022
Inventive Media
- **Mastering React** 2020
Mosh Coding Made Simple - Cert No: cert_drhmpg32
- **Adobe Premiere Pro CC Training Course** 2019
Inventive Media