

# GELVIN DE LEON

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## Front-end Developer

An accomplished web developer with nine years of expertise in handling diverse tools and technologies in implementing responsive web design 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 technology, I am poised to contribute my skills and dedication to a dynamic team, eager to further enhance my expertise while delivering impactful solutions.

### *Expertise includes:*

Front-end Web Development | Software Development Tools | Graphic Design | Responsiveness | Database | Agile Development | Content Management System | Collaboration | Problem Solving | Communication

## PROFESSIONAL EXPERIENCE

KEY MEDIA, Makati, Philippines / Toronto, Canada

### **Front-end Web Developer** - Remote

11/2020 - 09/2023

- Developed websites using Wordpress which helped the company in increasing conversion rates by 15% to their websites and increasing awareness of their events.
- Creating and updating custom wordpress themes to suit the need of the company's event websites and ensuring optimization, cross browser and device compatibility, and brand consistency across all websites
- Collaborated with stakeholders, editorial, and events team to create and deploy websites, ensuring high-performance and managing all technical aspects of the CMS.
- Created and designed email templates for EDM send outs and helped improve the newsletter team's work efficiency by providing mockups, reusable codes, and consultation to newsletter coordinators for web and email related concerns.

WERT, San Juan, Philippines

### **Graphic Designer** – Remote

01/2020 – 10/2020

- Provided Detailing Aid, Catchcovers and Leaflet graphic designs for Wert's healthcare and wellness products which helped the company to attract their target consumers.
- Created a logo, packaging, box and Bottle label design for their products.
- Gained proficiency in Adobe Illustrator, Adobe Photoshop, and collaborating with product managers to capture the essence of their products in order to develop designs.

C88 FINANCIAL TECHNOLOGIES PTE LTD, Makati, Philippines

### **Front-end Web Developer**

07/2014 – 11/2019

- Developed a lending-as-a-service platform website in asp.net which aided the company to attract investors from the Fintech industry. It includes working with cross-functional teams to develop the lending website's functionalities such as providing a customized loan offer based on the customer's information.
- Developed a Geolocation feature which utilizes Google Maps API to capture the customer's address information accurately while maintaining a user friendly process.
- Implemented a loan calculator widget which is used for the company's partner websites, resulting in increased user engagement. The widget also features pre-made themes which the partner company can choose to complement their website's style.
- Implemented email templates for C88 Manage Print Services which improved the company's process and accuracy on print requests of loan or credit card applications.
- Managed and created Microsoft Sharepoint pages and Microsoft Stream for internal company use which provided a centralized source of information and materials regarding the company's developed innovations. This also includes creating graphic designs, page designs, and instructional videos.

DALAROY BEACH RESORT, Cavite, Philippines

### **Freelance Front-end Web Developer and Web Designer**

03/2018 – 06/2018

- Developed a website to attract customers and give information about the resort's accommodation and news.
- Acquired proficiency in using SCSS, Bootstrap, and implementing Google Maps within the website.
- Collaborated with the management to create the website's overall interface and design.

CUBE INTERNATIONAL, Ortigas, Philippines

**Front-end Web Developer**

01/2014 - 06/2014

- Developed websites for different clients as a Part-time Front end Web Developer while collaborating across different UI/UX and development teams.
- Acquired proficiency in Foundation, developing responsive websites and ensuring cross platform compatibility.

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**EDUCATION**

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DE LA SALLE UNIVERSITY, Manila, Philippines

**Bachelor of Science degree in Computer Studies**[Verified International Academic Qualifications - Issued by World Education Services](https://www.credly.com/badges/b3cfff52-dd4b-4f32-ac5c-322bc11b0231/public_url)[https://www.credly.com/badges/b3cfff52-dd4b-4f32-ac5c-322bc11b0231/public\\_url](https://www.credly.com/badges/b3cfff52-dd4b-4f32-ac5c-322bc11b0231/public_url)

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

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**TECHNICAL SKILLS**

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HTML | CSS | React JS | SCSS | Bootstrap | Javascript | JQuery | Git | Github  
| ASP.NET | WordPress | PHP | Python | Figma | Responsive Web Design | Object Oriented Programming | MySQL | Email | Adobe Photoshop |  
Adobe Illustrator | Adobe Premiere | Illustration | Google Analytics | MS Office (Word, Excel, PowerPoint, Teams, SharePoint)

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**CERTIFICATIONS**

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Programming in Python: Meta | Version Control: Meta | Databases for Back-End Development: Meta | Introduction to Back-End Development:  
Meta | Wordpress CMS: Inventive Media | HTML & CSS with Bootstrap: Inventive Media | Google Analytics: Skillshop | Mastering React: Code with  
Mosh | Adobe Premiere Pro CC Training Course: Inventive Media

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**PORTFOLIO**

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