

Gelvin De Leon

Calgary, Alberta

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Profile Summary

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.

Skills

- **Hard Skills:** React, HTML, CSS, SCSS, Bootstrap, Javascript, JQuery, Git, ASP.NET, WordPress, PHP, Figma, Responsive Web Design, Object Oriented Programming, MySQL, Email, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Illustration, Branding, Logo Design, 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

Front-end Web Developer

Key Media - Toronto, Canada (Remote)

November 2020 - September 2023

- Developed websites as a Front end Web Developer 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.

Graphic Designer

Wert Philippines - San Juan, Philippines

January 2020 - October 2020

- Provided Detailing Aid, Catchcovers and Leaflet graphic designs for Wert Philippines' 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.

Front-end Web Developer

C88 Financial Technologies Pte Ltd - Makati, Philippines

July 2014 - November 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.

Freelance Front-end Web Developer and Web Designer

Dalaroy Beach Resort - Cavite, Philippines

March 2018 - June 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.

Part-time Front-end Web Developer

Cube International - Ortigas, Philippines

January 2014 - June 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.

Portfolio

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

- Developed using React

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

https://www.credly.com/badges/b3cfff52-dd4b-4f32-ac5c-322bc11b0231/public_url

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

Certificates

- | | |
|--|-------------|
| <ul style="list-style-type: none"> • Google Analytics
Skillshop - Cert No: 57183 212665248
https://skillshop.credential.net/77f9e7b9-575c-4f8d-8e0f-9377496dbc7a | 2023 |
| <ul style="list-style-type: none"> • Graphic Design
Alison - Cert No:1926-34108935
https://alison.com/certification/check/2y10jOTfpegKiSEvHhSMcHc2meagS7ZRhd4naHhBMQYAK1O2GwVC7Oq | 2023 |
| <ul style="list-style-type: none"> • Wordpress CMS
Inventive Media | 2023 |

- **Google Analytics for Beginners** 2022
Google Analytics Academy
- **Graphic Design Careers** 2022
LinkedIn Learning - Certificate Id: ASnOeXrlbmLGzyi1p8L2hEMT_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