



# Donald Jeoffrey Theodore Dominguez Jr

Front-End Web Developer

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## Summary

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Highly motivated and creative Web Developer with two years of experience in developing user-friendly websites using HTML, CSS, JavaScript and front-end stacks and content management systems such as WordPress. Strong knowledge of Photoshop and ability to design high-quality graphics. Experienced in working with product owners and executives to create websites that align with brand identity and content creation goals. Continuously striving to improve and enhance web development skills.

## Skills

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- Strong HTML5, CSS3, JavaScript skills
- PHP, MySQL
- Content Management Systems (WordPress)
- UI/UX Design
- Proficient in Photoshop
- Adobe XD, Sketch and Figma.
- Responsive Web Design
- Mobile-focused Development
- Web Performance Optimization
- Ability to design user interactions and website functions with flow charts and UI diagrams
- Ability to procure detailed information from executives and product owners
- Excellent written and verbal communication skills in English

## Latest Projects (available upon request)

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### WordPress, PHP, MySQL

- Designed a custom theme for a WordPress website using HTML, CSS and PHP from scratch.
- Implemented code and plugins to optimize website functionality.
- Excellent knowledge and understanding of WordPress theme structure

### JavaScript

- Created a dynamic weather application that allows users to find cities and see current weather conditions in real-time.
- Employed innovative tools like Node.js, Express, and Axios to obtain data from weather APIs, resulting in a smooth and efficient user experience.

### User Interface and User Experience Design

- Developed a highly adaptable user dashboard using Tailwind CSS framework.
- Designed an engaging dashboard that offers users a comprehensive view of their assignments, advancement, and objectives.
- Provided users with the ability to monitor their progress and set notifications for outstanding tasks.
- Produced detailed wireframes for websites to guarantee an effortless user experience.
- Undertook several design iterations to improve the prototypes and evaluate user interactions.
- Executed responsive and interactive wireframes using cutting-edge design software such as Adobe XD, Sketch and Figma.

## Previous Work Experiences\_\_\_\_\_

### **UNIONBANK OF THE PHILIPPINES** — Pasig City, Metro Manila, Philippines

March 2020 - June 2021

*The UnionBank Fintech Group embarks on co-creating financial solutions using emerging technology alongside various Fintech partners.*

#### **Senior Digital Marketing Officer**

- Oversaw the social media presence (Facebook, Instagram, LinkedIn, Eventbrite, YouTube, and Zoom) of the Fintech Group that lead to a 10% increase in following per month.
- Interacted with clients through social media messaging and email correspondence.
- Assisted in the planning and promotion of the Fintech Group's digital events, resulting in a 60% increase in attendees.
- Monitored and managed monthly budget for social media advertising campaigns

### **VESXEL INC.** — San Juan City, Metro Manila, Philippines

Jan 2017 - March 2020

*A pioneering locally grown online-based startup that sells insulated bottles using TermoTecthion technology.*

#### **Associate Marketing Coordinator**

- Created the website and managed social media accounts to increase brand presence, build awareness, and increase traffic.
- Established a relationship with Yelp in building an online presence and developed advertising solutions.
- Analyzed sales process and integrated a POS with their website to increase sales by 30%.

### **THE GREEN ENCHILADA** — Pacifica, CA, United States

Oct 2016 - Jan 2017

*Organic Taqueria Restaurant*

#### **Marketing Coordinator**

- Designed the website and maintained social media profiles to enhance brand image, build brand awareness, and drive traffic resulting in a 10% increase in following.
- Formed a partnership with Yelp to enhance their online presence and crafted advertising strategies.
- Examined the sales procedure and integrated a point of sale system with the website, resulting in a 30% increase in sales.

## Education, Awards and Recognitions\_\_\_\_\_

### **Post-secondary degree in Digital Media and IT - Web Design and Development**

*Sept 2021 - Present*

Northern Alberta Institute of Technology (NAIT) | Edmonton, Alberta

- Dean's Honor Roll with a GPA of 4.0

### **Master of International Marketing (MIM)**

*August 2015 - 2016*

Hult International Business School | San Francisco, California

- Dean's Honor Roll
- Second Best in Marketing Campaign Competition

### **Bachelor of Science in Business Administration Major in Management (BSBA)**

*June 2009 - 2014*

University of Asia and the Pacific (UA&P) | Pasig City, Philippines