



Creative Web Developer Dedicated to Crafting Stunning, Modern Websites with Cutting-Edge Technology to Meet Diverse Design Needs.

FRANCISMESINA

WORDPRESS DEVELOPER
& WEB DESIGNER

TECHNICAL & DESIGN SKILLS

WORDPRESS + GUTENBERG

PHP + JAVASCRIPT

HTML + CSS + GIT + JQUERY

BLOCKS + ACF + GUTENBERG

SHOPIFY + CLI + LIQUID

REACT + REST API

SASS + GULP + NODE.JS

GOOGLE SPEED INSIGHT

AC + LUMINATE + HUBSPOT

WOOCOMMERCE


GITHUB + WP-CLI

ADOBE CREATIVE SUITES


+ EDUCATION

Bachelor of Science in Computer Science and Information Systems
Centro Escolar University - Manila Philippines

+ CONTACT INFORMATION

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(PH) +63-916-376-8992

 github.com/francismesina

+ JOB EXPERIENCE

Go Do Good / Sulzer Inc.

APRIL 2015 - PRESENT

Full Stack Web Developer | WordPress Specialist

- Develop, maintain, and enhance WordPress websites and custom themes, ensuring both aesthetics and functionality align with business goals.
- Build and customize plugins to extend functionality and meet client-specific requirements.
- Set up, develop, create template and style for Shopify store to enhance user experience, optimize design aesthetics, and align with branding and business objectives.
- Create custom Gutenberg blocks to streamline editing and enhance content management.
- Developed HubSpot landing pages and custom modules, ensuring responsive layouts, seamless functionality, and alignment with marketing goals.
- Ensure seamless integrations with APIs and third-party services to enhance functionality.
- Optimize site performance, security, and scalability through testing and proactive improvements.
- Collaborate with design and content teams to translate requirements into well-engineered solutions.
- Maintain and manage websites, handling updates, hosting-related issues, and security patches.
- Designed, develop, and distributed campaigns using CRM platforms like Luminate Online and Mailchimp, driving audience engagement and improving conversion rates.
- Implemented Google Analytics through Google Tag Manager and other tracking tags. Created UTM links for campaigns to monitor performance and optimize marketing strategies effectively.
- Generate detailed analytics reports to assess site performance and user engagement, informing strategic decisions.

Web Development Portfolio

AccelerateLearning.com

WishFarms.com

RCMA.org

Coker.edu

WorldTravelHoldings.com

IronEaglex.com

Estey-Hoover Advertising & Public Relations

JAN 2019 - FEB 2021

Web Designer | Graphic Artist | Upwork

- Designed and developed a mockup interface using HTML, JavaScript and CSS for a financial dashboard, incorporating advanced analytics, trading functionalities, and compliance tools to enhance user experience and engagement.
- Designed professional branding for Compliance Guard hardware, effectively communicating security, blockchain integration, and real-time compliance auditing.
- Experienced in designing logos and branding, with notable work for CG Blockchain.
- Team player for designing graphics requirement for multimedia platform.
- Design and develop trading web interface for presentation.
- Updated and enhanced website graphics to align with modern design trends.
- Published and optimized PDF reports for readability and efficient distribution.
- Designed layouts and visuals for white paper reports to ensure professional presentation.

Save Contact Info



Web Developer & Designer | Mobile App UI/UX

SEP 2008 - APR 2015

Global Video HQ

- Designed and developed responsive, user-friendly websites, focusing on aesthetics, functionality, and seamless user experience. Collaborated with clients and teams to ensure website designs aligned with branding and business objectives.
- Created intuitive and visually appealing user interfaces and user experiences for mobile applications.
- Designed and laid out billboards, posters, brochures, books, and various other print materials, maintaining consistency with brand guidelines and messaging. Emphasized creative storytelling through impactful visual designs.
- Produced graphics and visuals to enhance video production quality, ensuring alignment with project goals and audience expectations.
- Adapted marketing strategies into engaging and creative content for both print and digital platforms, including web graphics, social media assets, and promotional materials.
- Designed professional logos for businesses. Developed branding guidelines to ensure cohesive visual messaging.
- Worked on book design, including layout, typesetting, and publishing, ensuring high-quality formatting and a professional finish suitable for both print and digital distribution.