

GERALD O. CALDERON

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Github: <https://github.com/geraldcalderonofficial/>



For seven (7) years of experience as a web developer, my objective is to make a positive impact on clients, co-workers, and the Internet using my skills and experience to design compelling and attractive websites. I enjoy working on projects that involve a mix of web and graphic design, web development, database management and programming.

PROFESSIONAL EXPERIENCE

November 2022
to June 2023

NSPIRE Tenejero, Balanga City, Bataan

Team Leader - UI/UX Designer/Programmer II- Onsite

Responsibilities:

- Developing and conceptualizing a comprehensive UI/UX design strategy for the brand.
- Designing UI elements and tools such as navigation menus, search boxes, tabs, and widgets for our digital assets.
- Testing UI elements such as CTAs, banners, page layouts, page designs, page flows, and target links for landing pages.
- Collaborating with the marketing team, and internal and external designers to ensure the creation and delivery of tailored experiences for the digital user.

Accomplishments:

- UI/UX Design and development on PrimeHR <https://primehr.ph/>
- UI/UX Design and development on Codify web project. <https://github.com/geraldcalderonofficial/codify-new-uiux-design/>

October 2020 to
March 2021

QUALIFY ME San Miguel Ave. Ortigas Center, Pasig City

Web Developer/Web Designer - Onsite

Responsibilities:

- Cleaning up existing WordPress to bring them up to standards
- Maintaining WordPress websites, completing backups, updates, security fixes, caching problems, formatting and design fixes, and adding new content
- Designing and managing the website back-end including database and server integration
- Generating WordPress themes, page builders and plugins

- Conducting website performance tests
- Collaborate and interact with Managers, Content Writers and other teams within the company
- Consistently plan, develop and implement SEO strategies
- Working on Kinsta, Godaddy, and Dreamscape Reseller hosting.

Accomplishments:

- Designed, developed official website Silver Peacock version 2
<https://silverpeacock.com.au/>

January 2019
to March 2020

GHR HEALTHCARE RECRUITMENT Chino Roces Ave. Manila
Wordpress Developer/Graphic Designer - Remote

Responsibilities:

- Setup & modify WordPress themes (both HTML/CSS and back-end theme/plugin configuration)
- Testing & resolving visual and functional WP theme issues
- Development and maintenance of custom WordPress plugins for functionality to the website
- Designed graphics, web and Facebook banners advertisement for OFW, nurses bound in Middle East.

Accomplishment:

- Designed and developed SG-Recruitment website
<https://www.sg-recruitment.com/>

July 2016 to
July 2018

POS INDUSTRY FZCO – Jebel Ali Free Zone, POBox:17634, Dubai, UAE
Magento Developer/Web Developer – Onsite

Responsibilities:

- Produce the design and production for websites, product graphics, web logos, social media graphics and banners, static and rich banners ads, email campaigns, and email templates
- Designed and developed fully functional E-commerce website with their usability, accessibility, and web standard
- Work with Marketing team and Production team to translate and create marketing requirements into compelling, appropriate campaigns and designs
- Obtains approval of concept by submitting rough layout for approval
- Perform site maintenance and updates of Magento Online Shopping Website

Accomplishments:

- Designed, developed official website ClicknPrint(clicknprint.ae)
<https://github.com/geraldcalderonofficial/clicknprint>
- Designed and developed official website POS Industry
<https://github.com/geraldcalderonofficial/posindustry>

October 2013 to
October 2015

ALMADINA MISURATA PAINTS – Ind. Zone, Alaswak, Misurata, Libya
Web Developer - Onsite

Responsibilities:

- Designing of communication collaterals including brochures, newsletters, leaflets and posters
- Designing site layout, navigation graphics, banners and animation to the website
- Write code either from scratch or by existing website
- Work directly with our project manager to organize and manage multiple projects
- Complete production work in a highly efficient manner making multiple deadlines for multiple projects
- Perform site maintenance and updates

Accomplishments:

- Designed and developed official website Almadina Misurata Paints ver. 1 & 2 <http://almadinamisurata.com/>
- Designed, developed official website RAHAF Food & Industry <https://github.com/geraldcalderonofficial/rahaf>
- Designed and developed Sawt Almadina FM Radio Website <https://github.com/geraldcalderonofficial/sawtalmadina>
- Designed and developed Almadina Advertisement Website <https://github.com/geraldcalderonofficial/almadinaadver>

September 2012
to October 2013

KEYSSQUARE, INC. – Hanson Square Bldg. Ortigas, Pasig City
UI/UX Front end Developer/Wordpress Developer - Onsite

Responsibilities:

- Developing interactive design for TV platform for VOXTV shopping & karaoke application
- Creating functional front-end code in Javascript and PHP for TV platform
- Developing back-end systems to work with the front-end
- Perform site maintenance and updates of Wordpress Website

Accomplishments:

- Designed and developed VOX TV KARAOKE Application. http://manage1.voxnet.tv/ips_voxtv_demo/karaoke.php
- Designed and developed VOX TV ONLINE SHOPPING Application http://manage1.voxnet.tv/ips_voxtv_demo/newshop/index.php

July 2010 to
September 2012

EASTWEST BANK, CORPORATION Pasong Tamo-Ext., Makati City
Web Developer - Onsite

Responsibilities:

- Converting PSD template to HTML to classic ASP and ASP.net websites

- Provide web and HTML creative design for corporate internet, intranet and extranet sites, as well as support in digital marketing platforms
- Manage and resolve day-to-day web page issues
- Working as part of a team with printers, copywriters, other designers and marketing specialists
- Perform routine daily maintenance of existing sites and applications

Accomplishments:

- Designed, developed official website EastWest Bank ver. 2 & 3
<https://www.eastwestbanker.com/>
- Designed and developed EastWest Bank Intranet Website
<https://github.com/geraldcalderonofficial/ewintranet>
- Designed and developed EastWest Bank Global Login System

August 2007 to
August 2009

IWEBMASTERS, INC. Tycoon Center Building, Ortigas, Pasig
Web Designer - Onsite

Responsibilities:

- Design website layouts and graphic banners for the client
- Converting PSD template to HTML website using HTML and CSS
- Perform site maintenance and updates
- Video editing using Adobe Premiere and Sony Vegas

SKILLS

- | | |
|------------------------------------|---------------------------------------|
| • Front-end & Back-end Development | • Web & Graphic Design |
| • Ecommerce & CMS | • Troubleshooting and problem solving |

LANGUAGES AND SOFTWARE

- | | |
|---|--|
| • PHP, Laravel, Shopify Liquid, Magento, WIX Development, Smarty template, Opencart | • React, Node.Js, Vanilla Js, APIs, Html5, Css3, Bootstrap 4, Less, Sass |
| • Wordpress (Woocommerce, DIVI, Elementor, WPBakery, etc.) | • Javascript, ES6, jQuery, DOM |
| • Bitbucket, Git & Github, Domain and hosting, Unix | • C#, Asp, .Net core, Razor, MVC |
| | • Python |
| | • Sql, MySql |
| | • Photoshop, Adobe XD, Figma, AutoCAD |

PERSONAL QUALITIES

Creative, ambitious, enthusiastic, conscious and respectful of deadlines, willing to learn new things, loves to collaborate and work as part of the team.

WEB DESIGN AWARDS

March 20, 2002

Philippine Schools Cyber Fair Competition 2002

Placing Catanduanes State University Cyber Fair Project on Environmental Awareness Category: "Agojo Marine Park &

Sanctuary Website" as one of the four (4) approved & accepted entries from the Philippines to the Inter. Cyber Fair Competition

August 30, 2001

Third Placer, Web Page Design Competition

College of Business & Accountancy Week Celebration

Catanduanes State University, Virac, Catanduanes, Philippines

EDUCATIONAL ATTAINMENT

June 1999 - March 2003

BS in Information Management – Graduated

Catanduanes State University, Virac, Cat'nes, Philippines

November 1997 - 1999

BS in Computer Science

System Technology Institute (STI Cubao), Philippines

PERSONAL INFORMATION

Address	:	Brgy. San Jose, Balanga City, Bataan 2100
Gender	:	Male
Nationality	:	Filipino
Religion	:	Born Again Christian