



HERSHEY AGUSTIN

Web Designer and Developer

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Edmonton, AB

SUMMARY OF QUALIFICATIONS

Currently pursuing a Diploma in Digital Media and IT with a focus on Web Design and Development. Proficient in HTML, CSS, WordPress, and Adobe Suite, with experience in designing websites and improving user experiences. Over 10 years of professional experience in customer service, retail, marketing, and team management, with a strong foundation in communication, problem-solving, and organization. Strong attention to detail, with the ability to work on multiple projects and deadlines in a fast-paced environment.

TECHNICAL SKILLS

HTML, CSS, WordPress, Adobe Photoshop, Illustrator, Responsive Design, Site Maps, Figma, WordPress, SEO principle, Basic PHP.

EDUCATION

Diploma in Web Design and Development - Digital Media and IT

Northern Alberta Institute of Technology (NAIT)

Sept 2023 – Present

- 4.0 GPA, Dean's Honour Roll: Winter 2024, Fall 2024

Bachelor's Degree in Tourism

University of Santo Tomas (Philippines) – 2010

CLASS PROJECTS

SEO-Optimized Website Development - Web Business Essentials – HTML, CSS, Google search console and analytics

- Designed and developed a fully search-engine-optimized website that ranked high on Google.
- Designed and tested the responsiveness of the website while incorporating features and functionalities that will improve performance and user experience.
- Utilized Google Analytics to analyze web traffic and make design improvements based on data.

Wireframing and UI/UX Design - Web Design and Usability - HTML, CSS, Figma

- Conceptualized and implemented creative design ideas while applying design guidelines and best practices to ensure the accessibility standards of the website.
- Created wireframes, user flows, and site maps to plan website design and structure.
- Utilized visual design skills to design web pages with the right colors and fonts, matching branding and enhancing usability.

Website Development with WordPress CMS- Web Content Management Systems Class - WordPress

- Developed a website using WordPress and customized it with themes, plug-ins, and widgets.
- Conceptualized designing site architecture and navigation to improve usability and functionality.

WORK EXPERIENCE

Government of Canada, Edmonton, Alberta - IT Support (CO-OP)

Sep2024 – Dec2024

- Conducted troubleshooting of technical issues related to websites and web applications to ensure that employee work output was not hindered.
- Contributed to ensuring the smooth implementation of new or updated digital tools and platforms to enhance employee productivity.

- Maintained IT operations by supporting operating systems, laptops, desktops, and hardware while installing, configuring, troubleshooting software and devices, and performing tasks like wiping and reimaging laptops to ensure proper setup and security.

TJX Canada, Edmonton, Alberta - Sales Associate

Aug2022 – Present

- Delivered excellent customer service by assisting with product inquiries, processing transactions, and maintaining an organized and clean store environment while ensuring efficient merchandise handling and fitting room duties.

Hi-Flyer Food (Canada), Inc., Edmonton, Alberta - Shift Manager

February 2020 – August 2023

- Managed multiple tasks in a fast-paced environment, ensuring smooth operations across all areas of the restaurant.
- Fostered a team-oriented environment, building positive relationships with staff and customers.
- Evaluated feedback from customers to improve team performance and customer satisfaction.

Stanley College, Manila, Philippines - Marketing Officer

July 2019 – February 2020

- Created weekly and monthly reports using data to improve marketing decisions and boost results.
- Promoted the school at events, building connections and increasing brand awareness.
- Stayed up to date with digital marketing trends and used new tools to improve strategies.

Qatar Airways, Doha, Qatar – Al Maha Services Hostess

July 2014 – December 2016

- Demonstrated strong communication skills by actively listening to customer requests and resolving problems efficiently.
- Delivered exceptional service by paying close attention to detail, ensuring a smooth customs and passport clearance process for customers.

AMS International, Dubai, UAE – Beauty Advisor

November 2011 – July 2014

- Delivered expert product knowledge, aligning with customer needs to drive satisfaction.
- Drove sales growth through effective suggestive selling, leveraging promotional and complimentary items.
- Managed daily sales and inventory tracking, alongside compiling monthly customer feedback and competitor analysis.

ACTIVITIES AND ACHIEVEMENTS

- **Etsy Store Owner:** Sell digital art and printables on Etsy, gaining hands-on experience with SEO strategies and online market trends (2024-present).
- **Recognized as "Best Employee"** multiple times over three years at Hi-Flyer Food (Canada), Inc., (2020-2023).
- **Appointed as Restaurant Operations Compliance Check (ROCC) Captain** at Hi-Flyer Food (Canada), Inc., (2020-2023).
- **Customer Service Excellence & Brand Promise Trainings** – Qatar Airways (2014–2016).