

# Hernan Joseph M. Terania

## Frontend Engineer / Creative Developer

[hterania.dev@gmail.com](mailto:hterania.dev@gmail.com)

### Professional Summary

Frontend Engineer with a background in creative development, experienced in working with multiple clients across different industries. Focused on building responsive, clean, and easy-to-use interfaces that provide a smooth and enjoyable user experience.

### Skills

**Coding:** HTML, Javascript (ES6+), (S)CSS/ SASS, Typescript, PHP

**Libraries and Frameworks:** JQuery, React, React Native, Redux, Redux Toolkit, React Query, Vue.js, Pinia, AngularJS, NgRx, Ember.js, NestJS, GSAP, TailwindCSS, Ant Design, styled-components, Material UI, Bootstrap, Expo, Laravel

**Ad and Email Development Platforms:** Doubleclick, Sizmek, TrueX, Litmus, Email on Acid

**Tools:** VS Code, IntelliJ, Git, Agile / Scrum, Jira, Webflow, Vite, Create React App, Postman, One Signal, Websockets

**Design:** Figma, Adobe Photoshop, Adobe Illustrator

### Experiences

#### Frontend Engineer @ Freelance

OCT 2020 - PRESENT // REMOTE

- **Software Development:** Designing, coding, testing, and debugging software applications or systems using programming languages and development tools. This includes analyzing user requirements, creating technical specifications, and implementing efficient and scalable solutions.
- **Collaboration and Teamwork:** Collaborating with cross-functional teams, including project managers, designers, and other software engineers, to develop and deliver high-quality software projects. This includes participating in agile development methodologies, conducting code reviews, and contributing to a positive team environment focused on achieving project goals and meeting deadlines.
- **User Interface Development:** Building visually appealing and responsive user interfaces for websites and web applications using HTML, CSS, and JavaScript. This involves translating design mockups and wireframes into

pixel-perfect layouts and implementing interactive elements to enhance user experience.

- **Frontend Frameworks:** Utilizing frontend frameworks such as React, Angular, or Vue.js to develop efficient and modular code. This includes leveraging the power of these frameworks to create reusable components, manage state, and handle data flow to ensure scalable and maintainable frontend codebases.

#### Online Ads & Email Template Developer @ MRM MCCANN

JUN 2020 - NOV 2021 // TAGUIG

- **Multimedia Integration:** Integrating multimedia elements such as animations, graphics, videos, and interactive content into ads and applications to enhance user engagement and create immersive digital experiences. This involves leveraging tools and technologies such as Adobe Creative Suite, CSS animations, and JavaScript libraries to bring creativity and interactivity to digital projects.
- **Design Collaboration:** Collaborating closely with designers, creative teams, and stakeholders to understand design concepts and translate them into functional and visually appealing digital solutions. This includes providing technical expertise and input during the design process, suggesting innovative ideas to improve user experience, and ensuring seamless integration of design elements into the final product.
- **Email Template Development:** Designing and coding responsive and visually appealing email templates using HTML and CSS. This includes understanding email client limitations, optimizing code for various email platforms, and ensuring compatibility across different devices and email clients. Additionally, email developers may implement dynamic content, personalization, and tracking mechanisms to enhance the effectiveness of email marketing campaigns.

#### Senior Creative Developer @ Joystick Interactive

AUG 2016 - JUN 2020 // REMOTE

#### Senior Creative Developer @ Sizmek

AUG 2015 - MAR 2016 // CEBU

- **Interactive Ad Creation:** Designing and developing interactive and engaging ad experiences for various digital advertising platforms. This includes utilizing technologies such as HTML5, CSS3, JavaScript, and animation libraries to create dynamic and immersive ad formats that capture users' attention and drive click-through rates.
- **Multimedia Integration:** Integrating multimedia elements, such as videos, audio, animations, and interactive content, into digital advertisements to enhance user engagement and deliver compelling brand messages. This

involves leveraging tools and software, such as Adobe Creative Suite, to create visually stunning and interactive ad experiences.

#### **Backend Creative Developer @ Cognizant**

SEP 2014 - AUG 2015 // TAGUIG

- **Template Development and Content Ads:** Designing and building templates for digital advertisements using a combination of Flash and HTML5 technologies. This involves creating dynamic and visually appealing ad templates that can be easily customized with different content and visuals. Additionally, developing HTML5 content ads that are optimized for various platforms and devices, ensuring seamless integration and compatibility across different ad serving platforms.

#### **Richmedia Specialist @ Wideout Workforces**

DEC 2013 - AUG 2014 // TAGUIG

- **Rich Media Campaign Management:** Planning, executing, and managing rich media campaigns to deliver immersive and interactive digital advertising experiences. This includes collaborating with cross-functional teams, such as designers, developers, and clients, to conceptualize and implement engaging ad formats, ensuring seamless integration across platforms and optimizing campaigns for maximum impact and effectiveness.

#### **Flash Developer @ Wideout Workforces**

AUG 2010 - NOV 2013 // TAGUIG

- **Flash Ad Development:** Designing and coding interactive and visually captivating digital advertisements using Flash. This involves leveraging the Adobe Flash platform to create engaging animations, interactive elements, and dynamic content, while ensuring compatibility across different devices and platforms. Expertise in ActionScript and Flash development tools is utilized to deliver compelling ad experiences that effectively communicate brand messages and drive user engagement.

## **Education**

**Bachelor of Science** in Information Technology, 2010,  
**Polytechnic University of the Philippines** – Mabini Campus.