JAROME CARLO AVILES

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Front-End Web Developer with 6 years of experience designing, developing, and maintaining responsive and accessible websites and applications. Proficient in modern front-end technologies such as HTML5, CSS3, JavaScript (ES6+), Vue.js, Bootstrap, and WordPress. Strong knowledge of UI/UX principles, cross-browser compatibility, SEO optimization, and Agile methodologies. Passionate about building clean, scalable, and user-friendly interfaces.

TECHNICAL SKILLS

- **Languages & Frameworks**: HTML5, CSS3, JavaScript (ES6+), Vue.js, SASS, Bootstrap, jQuery
- **CMS**: WordPress
- **Version Control**: Git, GitHub
- **Design & Prototyping**: Figma, Adobe XD
- **Build Tools**: NPM, Webpack (basic)
- **Other**: SEO Optimization, WCAG Accessibility, Responsive Design, Cross-Browser Testing, Agile, SCRUM

PROFESSIONAL EXPERIENCE

Web Production Officer

HSBC — September 2024 – Present

- Built and updated web content using **Sitecore CMS** to meet global brand and compliance standards.
- Applied **metadata, alt tags, SEO best practices**, and **WCAG accessibility guidelines** to enhance site usability and discoverability.
- Collaborated with global teams to ensure alignment in design systems and publishing schedules.
- Conducted QA testing across browsers and devices to maintain consistency and performance.
- Managed version control and documentation for site updates and digital asset management.

Software Engineer (Front-End Developer)

Accenture — December 2020 – September 2024

- Developed responsive web applications using **HTML, CSS, JavaScript, and Vue.js**.
- Built reusable components and maintained a modular, scalable codebase in **Vue**.
- Improved page load performance, implemented lazy loading, and reduced bundle sizes.
- Worked in Agile teams to deliver pixel-perfect, user-centered web solutions.
- Ensured cross-browser compatibility and accessibility compliance (WCAG 2.1).
- Collaborated with QA, UX/UI designers, and back-end developers to deliver seamless experiences.

Web Developer

Affinity Express — January 2019 – November 2020

- Maintained and updated **WordPress** websites, including plugin integration and theme customization.
- Supported redesigns, seasonal content refreshes, and landing page development.
- Ensured **mobile-first design** and consistent performance across platforms.
- Delivered SEO-optimized, WCAG-compliant code under tight project timelines.
- Collaborated closely with designers and marketing teams to execute branding and conversion goals.

EDUCATION

Bachelor of Science in Information Technology

Institute of Creative Computer Technology (ICCT), Cainta — Graduated 2014

CERTIFICATION

- **IT Coding Bootcamp**, May – November 2018