

JAROME CARLO AVILES

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Web Developer with proven experience in building dynamic and responsive websites. Proficient in Web Development. Able to effectively self-manage during independent projects, as well as collaborate in team setting.

EDUCATION

Institute of Creative Computer Technology (ICCT), Soliven II, Cainta
Bachelor of Science in Information Technology, Graduated 2014

WORK EXPERIENCE

Web Production Officer

HSBC

September 2024 – Present

- Crafted and maintained public website and intranet content using **Sitecore**, ensuring alignment with global branding, accessibility, and compliance standards.
- Imported and optimized web content (text, images, documents, video) for digital publication, preserving HSBC's brand voice and style guidelines.
- Applied **metadata**, **SEO tags**, and **WCAG accessibility standards** to improve search visibility and overall user experience.
- Conducted detailed quality assurance checks for accuracy, layout consistency, and functional integrity before publishing.
- Followed HSBC's internal governance workflows, managing content approvals, file versions, and structured publishing processes.
- Monitored and reported production metrics, managed job logs, and supported continuous workflow improvements.

Software Engineer

Accenture

December 2020 – September 2024

- Developed and maintained websites and web pages for clients using **HTML, CSS, JavaScript**, and **Vue.js**.
- Refactored and optimized HTML to ensure **accessibility compliance** with industry and internal standards.
- Built and maintained **reusable front-end components** for scalable and maintainable codebases.
- Improved front-end performance by optimizing code for **speed and responsiveness** across browsers and devices.
- Collaborated in an **Agile** development environment, translating design requirements into functional web solutions.
- Identified and implemented **dynamic web features** aligned with client objectives and best practices.
- Troubleshoot bugs and production issues, ensuring timely fixes and smooth deployment cycles.
- Coordinated with **Quality Assurance** teams to test new pages and products, resolving issues pre-launch.

Web Developer

Affinity Express

January 2019 - Nov 2020

- Maintained and updated client websites based on direction from the development team and project managers.
- Created and managed **WordPress websites**, including redesigns, seasonal content updates, and ongoing production work.
- Integrated and customized **WordPress themes and plugins** to enhance site functionality and meet client requirements.
- Ensured consistency in design, layout, and responsiveness across devices and browsers.
- Supported the delivery of clean, on-brand, and SEO-friendly web assets within tight deadlines.

CERTIFICATIONS

- IT Coding Bootcamp – May 5, 2018 to Nov 28, 2018

SKILLS

- HTML, CSS, SASS, Bootstrap, JavaScript, Vue, GIT, JQuery, WordPress, Figma