Paolo Jay Yasay

Front End Web Developer

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SKILLS

Web Development:

- HTML5
- CSS / Grid / Flexbox
- Bootstrap
- Mobile responsiveness
- UI / UX development

- JavaScript (GSAP, animation)
- ReactJS
- jQuery / AJAX
- JSON
- REST APIs

- WordPress Theme development
- Figma / Adobe Photoshop
- Browser tools / debugging
- GitHub
- Agile Methodologies

Languages: English (Fluent), Filipino (Native)

WORK EXPERIENCE

Holiday Factory, Dubai, United Arab Emirates   **May 2021 – Present**

Front End Web Developer

- Optimized data integration processes by developing and integrating APIs for automated server-sourced price display and data management, reducing manual updates by 95% for front end developers and supporting the backend team across 5+ projects for enhanced data retrieval and storage directly from webpages.
- Implemented robust and reusable forms for campaigns with built-in input validation, leveraging the Fetch API for backend saving. This approach eliminated 80% of user-generated errors using Vanilla JavaScript and jQuery.
- Led the end-to-end development of two transformative projects, collaborating with Marketing and Backend teams to produce websites. Leveraged JSP for the frontend, creating 50+ reusable components and pages using HTML, CSS Flexbox and Grid, and JavaScript.
- Integrated Google Analytics and MoEngage APIs to enable the Marketing team to track user activities and revenue, enhancing their efficiency by 50% through simplified data analysis.

TELUS International Philippines   **Dec 2014 – Mar 2021**

Intermediate Web Developer • Team Leader

- Enhanced the company's Ruby on Rails CMS by integrating new features, incorporating RoR code, JavaScript, HTML, and CSS, collaborating with three web developers offshore through GitHub for version control.
- Spearheaded the successful launch of flagship devices in the business segment through Agile methodologies, overseeing product page development using Contentful CMS, achieving over 1,000 device orders.
- Led a cross-functional team to enhance web responsiveness and streamline customer paths to purchase, while aligning client requirements with web development goals.
- Trained Product Owner and QA team on Agile methodologies. Led a diverse team of nine Web Developers and one .NET Developer, fostering professional growth and team cohesion.

HSBC Electronic Data Processing Philippines   **Jun 2010 – Dec 2014**

Web Production Officer • Web Associate • Trainer
- Oversaw updates and maintenance for the company's websites on CMS platforms like BDE, SiaB, GCMS, and Sitecore, achieving 99% accuracy in errors.
- Achieved a high-quality standard in work output by thoroughly reviewing against quality benchmarks, aiming for zero errors.
- Streamlined departmental processes through effective training and led the creation of critical ISO documentation, which elevated team efficiency by reducing process times by 30% and improved accuracy by 95%.
- Produced over 30 key documentations and optimized departmental processes, contributing to streamlined operations and ISO certification success.

EDUCATION

Bachelor of Science in Computer Science
AMA Computer College, Makati, Metro Manila, Philippines