



Roland Jeffrey Simons Decena

<http://jsdecena.me>

Senior Web Developer at Gourmet Society Digital Ventures Inc.

Sen. Gil Puyat Ave., Makati City Philippines 1200

(+63) 9257203071 | jeff.decena@yahoo.com

Experience 5+ years

Previous *Ayannah Information Solutions Inc.*

Previous *Ripplewerkz Pte. Ltd. Singapore*

Education ***Pamantasan ng Lungsod ng Maynila (Univ. of the City of Manila)***

Post Graduate, Masters of Science in Information Communication Technology
Graduating candidate, Spring 2016

University of the Philippines

Information Technology Development Center (2013-2014)

Universidad de Manila

Bachelor of Arts in Mass Communication (2002-2006 - Graduate)

Skills

Technology Stacks: Linux, Apache, Nginx, PHP, MySQL

Scripting: HTML, CSS, jQuery, AJAX, XML

Automation: Bower, Gulp, NPM, Composer, SASS, LESS

API: REST, SOAP,

Version Control: Git, Mercurial, SVN.

PHP Frameworks: Lumen, Laravel 4/5, Slim, Codeigniter

Agile: SCRUM, Kanban

Networking: Amazon EC2, Elastic Beanstalk, Route53, Cloudfront, RDS, Linode,
Digital Ocean VPS

Open Source: Wordpress, Prestashop, Drupal

Open source projects Base App - <https://github.com/jsdecena/baseapp>
Base app is my skeleton framework for a new Laravel 5 project.

MCPro - <https://github.com/jsdecena/mcpro>

Municipality, Cities and Provinces in the Philippines API. Made with Larave 4.

Slim App - <https://github.com/jsdecena/slimapp>

Testing the SlimPHP for the API and AngularJS for the front end.

iPay88 - <https://github.com/jsdecena/ipay88>

Payment module for prestashop powered e-commerce

More projects in: <https://github.com/jsdecena?tab=repositories>

Experience

Aug 2015 - Present

Senior Web Developer

Gourmet Society Digital Ventures Inc.

- Infrastructure design using Amazon Web Services.
- Automated deployment using Elastic Beanstalk (Continues Deployment)
- PHP Projects are made with Laravel 5, (API & Admin)
- Uses **RESTFUL APIs** to exchange information between apps.
- Maintains connectivity of the API endpoints that serves both web and mobile apps for iOS and Android.
- Version control apps using Git. Uses Github and Bitbucket repositories.
- Works with stakeholders and marketing teams to set and execute project strategy.
- Aligns with marketing team or stakeholders to make sure development approach supports the company's strategy.
- Works with a team including digital marketing, content strategy, and copywriters to deliver high quality products.
- Prepares site by installing and configuring server software, installing programming language using authoring and formatting tools, ensuring cross-platform compatibility.

Jul 2013 – Aug 2015

Senior Web Developer

Ayannah Information Solutions | Manila, Philippines

- Lead developer for [Sendah](#) – the online store of Ayannah.
- Manages junior PHP developers.
- Uses **APIs** to exchange information between systems. (REST and SOAP)
- Deploy modern apps using Docker.
- Version control apps using Git. Using Github and Bitbucket repositories.
- CRM projects are build with the Laravel 4/5 PHP Framework
- E-Commerce apps uses Prestashop platform.
- Works with stakeholders and marketing teams to set and execute project strategy.
- Aligns with marketing team or stakeholders to make sure development approach supports the company's strategy.
- Works with a team including digital marketing, content strategy, and copywriters to deliver high quality products.
- Prepares site by installing and configuring server software, installing programming language using authoring and formatting tools, ensuring cross-platform compatibility.
- Creates visually appealing web pages or interfaces when called upon.
- Creates, edit or modify templates for a CMS or web development framework.
- Maintains a firm grasp on evolving web best practices
- Firm grasp on analytics for monitoring analytics/refining website funnels.
- Works with marketing team to ensure site optimization.
- Protect site by designing and installing security precautions.

PROJECTS

Sendah

<https://www.sendah.com>

Role: Team Lead

Description: This project involves the integration of the design into a working e-commerce store in the Philippines that serves overseas Filipino workers.

Features:

Targets overseas Filipino workers to send gifts, prepaid loads to their love ones in the Philippines.

Payment gateway integrations:

- **Paypal** – Payment merchant that accepts worldwide payments.
- **OneCard** – Payment merchant that accepts payments from the Middle East.
- **CashU** - Payment merchant that accepts payments from the Middle East.
- **Sendah Wallet** – An electronic wallet system that can fund by the above-mentioned gateways.

Others

- **Medpadala** – Electronic gift certificate of a pharmacy in the Philippines.
- **Sendload** – Electronic top up of mobile prepaid to anywhere in the Philippines
- **PayBills** – Electronic payment of bills in the Philippines.

Sendah Wallet

<https://pay.sendah.com>

<https://pay.sendah.com/docs>

Role: Team lead

Description: This project is the electronic wallet of the Sendah customers. Customers can pay their check out products using this method. This method can be funded using Paypal, OneCard and Cashu payment methods. It uses REST APIs to communicate with the Sendah e-commerce. Build with love in Laravel 4 framework.

Planet Sports Online

www.planetsports-online.com

Role: Sole developer

Description: This is an external product of the company for an online store in the Philippines.

Payment gateway integrations:

- **iPay88** – an online payment gateway that is based in Malaysia to accept payment online.

Other projects:

www.soelisse.com

www.sendahdirect.com

www.sendahtopup.com

www.sendahpinoy.com

Oct 2010 - Jul 2013
(2 years 9 months)

Web Developer | E-Commerce, CMS specialist
Ripplewerkz Pte. Ltd. Singapore | Singapore, Singapore

- Converts PSD to HTML with W3C compliant and cross browser friendly code.
- Develop and maintain Wordpress CMS and E-Commerce websites.
- Develop payment gateway modules. – PayPal, iPay88
- Develop special modules/plugins
- Assists in developing and maintaining websites by executing design and maintaining high design/production quality
- Maintains site appearance by developing and enforcing content and display standards
- Maintains high design/production quality; ensuring that site content is consistent.
- Diligent work habits and ability to meet tight deadlines
- Self-motivated, creative problem-solver, ability to plan and organize and pays attention to details

PROJECTS:

Adelarose

<http://adelarose.com>

Role: Team Lead

Description: This project involves the integration of the design into a working e-commerce store in Singapore. I have integrated the Paypal payment gateway and the local internet banking system.

Catwalkclose

<http://catwalkclose.com>

Role: Team Lead

Description: This project involves the integration of the design into a working e-commerce store in Singapore. Payment gateway includes Paypal and internet banking payment.

Duxton Asset Management

<http://duxtonam.com>

Role: Team Lead

Description: This project is a content management system enabled website. We uses the wordpress open source cms to manage the back end and allows the client to update the content on their own.

AC Ryan

<http://acryan.com/sg>

Role: Team Lead

Description: This project is a hybrid of an e-commerce and content management system. AC Ryan sells their products online at the same time do marketing and blogging using the customized CMS integrated to it.

OPEN SOURCE PROJECTS:

LaraCMS

<https://github.com/jsdecena/laracms>

Description: I have made this project on my free time. This project is a custom CMS based on the Laravel PHP Framework. Anyone can clone and contribute to this project.

MCPPro

<https://github.com/jsdecena/mcpro>

Description: I have made this project for my other side project, which requires detailed geography of the Philippines. Philippines, geographically is segmented to regions, provinces, cities/municipalities and barangay. This API aims to fill the information I need for that project.

CodeCMS

<https://github.com/jsdecena/codecms>

Description: CodeCMS is an open-source CMS, which I build, also in my free time. This project is build on top of the open source PHP framework called CodeIgniter. Anyone can also contribute to this project where they can send a pull request on the Github repository page.

PrestaChimp

Description: PrestaChimp is a prestashop module that subscriber/unsubscribe a user in the admin's mailchimp account. All they need is to install this in their prestashop back end and input the API key and List Id and it will automatically subscribe the user to their list.

iPay88

<https://github.com/jsdecena/ipay88>

Description: iPay88 is a Malaysian payment gateway company that accepts credit card payments online. This module lets any prestashop (e-commerce) owner to accept credit card transaction using the iPay88 gateway. This service is similar to the Paypal payment gateway.

Education

2014 - present

Pamantasan ng Lungsod ng Maynila (University of the City of Manila)

Post Graduate Diploma / Master's Degree in Engineering

Manila, Philippines – Graduating, Spring 2016

Degree

Masters of Science

Major

Information and Communication Technology

Dec 2013 – Feb 2014

University of the Philippines

Vocational Diploma / Short Course Certificate in Computer Science/Information Technology

University of the Philippines Information Technology Development Center. (UPITDC)

Aug – Sep 2009

ACE IT Learning Institute

Vocational Diploma / Short Course Certificate in Computer Science/Information Technology

Cubao, Quezon City, Philippines

June 2002 - April 2004

Universidad de Manila

Bachelor of Arts in Mass Communication

Graduate

About Me

Gender	Male
Address	194 Poinsettia St Rainbow Village, Talon Uno, Las Pinas City Philippines 1740
Birthday	May 28, 1984
Civil Status	Married
Children	2

Personal Reference

Miguel Perez, CEO at Ayannah Information Solutions Inc.

Richard Alikpala, CFO at Ayannah Information Solutions Inc.

John Paul Alcala, Engineering head at Ayannah Information Solutions Inc.

Joost Boer, CEO – Partner at Gourmet Society Digital Ventures Inc.