LIEZL S. MIER

Frontend Developer | JavaScript, React, WordPress

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PROFESSIONAL SUMMARY

Frontend Developer with 3+ years of hands-on experience delivering responsive, CMS-driven websites and React-based interfaces. Key contributor to a multi-site eCommerce migration from Magento to WordPress + WooCommerce, improving content flexibility and site maintainability across 3 domains. Strong in UI customization, component styling, and collaboration within Agile teams under senior technical leadership.

TECHNICAL SKILLS

Frontend Development:
JavaScript (ES6+), React.js, HTML5, CSS3, jQuery, Responsive Web Design

CMS & Page Builders:
WordPress, WooCommerce, Elementor, Magento (legacy), WordPress Multisite

Styling & UI:
Tailwind CSS, Bootstrap, Sass, Styled-Components, Material UI, Figma

State & Data:
Redux, React Context API, Hooks, REST APIs, Firebase(personal projects)

Languages (Working Knowledge):
PHP (WordPress & Magento customization), Basic TypeScript

Testing & Quality:
Cross-browser Testing, BrowserStack

Tooling, Workflow & Collaboration:
Git, GitHub, npm, FileZilla, ClickUp, Jira, Microsoft Teams, Agile/Scrum, Sprint Planning, Daily Standups

Other:
SEO fundamentals, Accessibility basics, Cross-browser compatibility

WORK EXPERIENCE

Frontend Developer
BWIP Holdings Ltd. — Remote
May 2022 – November 2025

- Initially hired as a Frontend Developer for an Adobe PWA Studio (Magento) initiative, contributing to UI implementation and component styling before the project was discontinued due to backend and platform compatibility constraints.

- Supported frontend updates and enhancements within the Magento framework, delivering page layout updates, UI fixes, and content presentation improvements.

- Contributed to the company-wide migration from Magento to WordPress + WooCommerce, supporting a WordPress Multisite setup across 3 production websites on separate domains.

- Served as the primary frontend developer, owning the implementation and ongoing maintenance of frontend features within an existing WordPress theme while coordinating backend dependencies with a Senior Developer.

- Built and maintained dozens of responsive page layouts using Elementor, custom CSS, JavaScript,

and jQuery, ensuring consistent UI/UX across devices and browsers.

- Supported the configuration and use of multiple WordPress plugins to enable site functionality, performance optimization, and content workflows.

- Enabled non-technical content and marketing teams to independently update static and marketing pages, reducing recurring developer involvement for routine content changes.

- Collaborated through pull requests and code reviews, adhering to established coding standards and frontend best practices.

- Participated in Agile delivery cycles, including sprint planning, daily standups, and task tracking using ClickUp and Jira.

Impact Summary:
Contributed to the successful migration and ongoing frontend delivery of 3 production websites, improved content update efficiency for non-technical users, and delivered maintainable frontend solutions within a WordPress + WooCommerce environment.

Associate Software Engineer

Accenture — Cebu City | April 2020 – August 2020
- Hired into Accenture's Associate Software Engineer program and completed Salesforce-focused training, with the assigned project later deferred due to the COVID-19 pandemic.

Advertising Operations Staff

ExDigita Inc. — Cebu City |April 2018 – December 2019

- Executed and monitored digital advertising operations with a focus on accuracy and performance.
- Developed strong organizational, communication, and deadline-driven execution skills transferable to software development roles.

EDUCATION

Bachelor of Science in Information and Communication Technology

Cebu Technological University- Argao Campus

CERTIFICATIONS

- Responsive Web Design Certification
- JavaScript Algorithms and Data Structures Certification
- Front End Development Libraries
- HTML5 AND CSS3