Martin de Lima

- Email: holler@mmmart.in
- Website: https://mmmart.in

I'm a front-end developer and designer who's done work with some industry-leading agencies, and some very cool product companies as well. My personal mission wherever I work is to bridge the gap between design and front-end development.

Improving communication, tooling, and processes between designers and developers is the best way I can contribute to your company.

Skills

I'm good at both helping craft a design and building it to best suit the web. I've also been the go-to guy for bumping up Lighthouse scores.

Web development

- CSS/PostCSS
- Javascript
    - Stimulus
    - Vue/React/Angular
- Web performance, accessibility (a11y), and internationalization (i18n)

Design

- Web/graphic design; *major* type and branding nut
- Wireframing/prototyping via Figma/HTML
- Information architecture (IA)
- Content strategy

Work history

SideDoor (Designer/frontend developer, 2020—current)

- Sole dedicated frontend developer for the [SideDoor](#) ecommerce app, as well as its marketing/brochure sites.

- As a designer, makes design decisions to best fit company and team goals.

Projects
- SideDoor (app.onsidedoor.com)
    - Role: front-end developer, designer
    - Technologies: Laravel, Stimulus, PostCSS

Freelancer.com Philippines (Senior front-end engineer, 2017—2019)

- Point person for frontend development across different areas of the product, as well other Freelancer-owned properties.

Projects
- Freelancer.com (freelancer.com)
    - Role: front-end developer
    - Technologies: Angular, LESS
- StartCon (startcon.com)
    - Role: front-end developer
    - Technologies: React, SCSS
- Warrior Forum (warriorforum.com)
    - Role: front-end developer
    - Technologies: Angular, LESS

Code and Theory Manila (Senior front-end developer, 2014—2017)

- Contributed to architecture and technical decisions regarding front-end development per project, besides actual development process
- Reviewed and built upon work processes regarding front-end developer workflow and interaction with design team
- Briefly oversaw hiring of incoming front-end developers

Projects
- International Crisis Group (crisisgroup.org)
    - Role: front-end developer, UX designer
    - Technologies: Drupal, HTML, CSS/Sass, Javascript/jQuery
- Savoir Flair (savoirflair.com)
    - Role: front-end lead
    - Technologies: Wordpress, HTML, CSS/Sass, Javascript/jQuery, Gulp
- Interactive Advertising Bureau ([iab.com](iab.com))
    - Role: front-end developer
    - Technologies: Wordpress, HTML, CSS/Sass, Javascript/jQuery, Gulp

Note: most projects from below no longer have functioning links. You may contact me if you are interested in viewing choice project screenshots from them.

Create.ph (Front-end developer, 2013—2013)

- Tasked with building majority of website front-end as well as CMS setup on a per-project cycle
- Contributed to technology stack and processes used as a default template per project

Technologies: Shopify, Wordpress, HTML, CSS/Sass, Javascript/jQuery, Gulp

Meteomedia Philippines (Front-end developer, 2012—2013)

- Tasked with building the front-end of the Weather Philippines website

Technologies: CakePHP, HTML, CSS/Sass, Javascript/jQuery

Education

- BS Nursing, University of Santo Tomas (2006—2010)
  - Surprise. I learned all about the web from the web.