

Francis Nathaniel Arcega

Web Designer | Wordpress Developer | Shopify Developer

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PROFESSIONAL SUMMARY

I'm a Web Designer and Developer with hands-on experience creating user-centered, high-performing websites across Figma, WordPress, and Shopify. I've successfully delivered two live e-commerce stores that achieved measurable impact, including a 50% increase in mobile conversions and a 100% cost reduction through strategic feature optimization. I specialize in crafting responsive, conversion-driven websites that seamlessly blend aesthetics and functionality. Eager to contribute my design and development expertise to a forward-thinking team focused on delivering meaningful digital experiences.

SKILLS

- **Web Design & UI/UX:** Wireframing, Prototyping, Responsive Design, Conversion Optimization (Figma, Canva)
- **WordPress Development:** Elementor, Theme Customization, Plugin Configuration, Site Optimization
- **Shopify Development:** Theme Customization, Store Setup, App Integration, Performance Optimization, Payment Gateway & Shipping Configuration
- **Search Engine Optimization (SEO):** On-Page Optimization, Keyword Research, Content Structuring, Performance Monitoring
- **Front-End Development:** HTML5, CSS3, JavaScript (ES6+), Tailwind CSS, Bootstrap
- **Back-End Development:** PHP, MySQL, Liquid
- **Hardware Quality Assurance:** Inspection, Testing, Troubleshooting, Reporting
- **IT Support:** Hardware & Software Installation, Troubleshooting, Technical Assistance
- **Tools & Platforms:** GitHub, Visual Studio Code, XAMPP, phpMyAdmin, cPanel

Experience

Quality Assurance / IT Support (Internship)

January 2025 - March 2025

Macrologic Diversified Technologies, Inc.

- Supported QA and IT operations during hardware testing, upgrades, and troubleshooting.
- Installed and configured hardware/software, built PCs, and ensured performance standards.
- Diagnosed and resolved technical issues, assisting employees with IT support needs.

Junior Web Developer (Internship)

April 2025 - July 2025

HR Primo Management Services

- Built and maintained website features using HTML, CSS, JavaScript, PHP, and MySQL.
- Designed responsive, user-friendly interfaces with Tailwind CSS.
- Collaborated with senior developers to debug issues and implement system updates.

Web Designer - Shopify (Project-based)

July 2025 - August 2025

Klued Skincare

- Designed and customized Shopify websites with clean UI, responsive layouts, and conversion-focused features.

- Built a skincare quiz mini system, ingredient glossary, and custom CEO-requested sections while maximizing Shopify's free features cutting additional costs by 100% (only Shopify subscription used).
- Optimized product pages, app integrations, and content for SEO, usability, and faster load speed to improve user experience and conversions.

Web Designer - Shopify (Project-based)

September 2025 - November 2025

Lilo Activewear

- Design and maintain responsive, user-friendly web pages for the e-commerce site.
- Create layouts and landing pages aligned with brand identity.
- Collaborate with Owner to improve UX and website performance.
- Implement basic SEO strategies and conversion rate optimization (CRO).
- Focus on enhancing user experience (UX).

Web Designer - Page Redesign (Freelance)

November 2025

Solomon Bloom

- Redesigned the main landing page and webinar page to improve visual hierarchy and brand consistency in WordPress.
- Enhanced page layout and navigation for better user engagement and conversion.
- Optimized design elements for responsiveness across all devices.
- Collaborated with the marketing team to align design updates with campaign goals.
- Implemented design best practices to improve loading speed and user retention.

Certification

IT Specialist – HTML and CSS | Passed with Score: 806 /1000

June 2024

Certified in the fundamentals of web development, including HTML structure, CSS styling, responsive design, and web standards. Demonstrates the ability to create and style websites with clean, semantic code.

PMI Project Management Ready™ | Passed with Score: 860/1000

March 2025

Certified in core project management concepts such as project lifecycle, scheduling, risk management, and stakeholder communication. Provides a strong foundation in professional project management practices based on PMI global standards.

IT Specialist - Cybersecurity | Passed with Score: 763/1000

June 2025

Certified in foundational cybersecurity concepts, including network security, threat detection, risk management, and best practices for protecting digital assets.

EDUCATION

National University - Dasmariñas

2021 - 2025

Bachelor of Science in Information Technology with specialization in Mobile and Web Applications

Philippine Christian University - Dasmariñas

2019 - 2021

Secondary Education

Science, Technology, Engineering, and Mathematics (STEM)