

# Paolo Miguel Hildawa

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## TECHNICAL SKILLS

Languages: HTML, CSS, JavaScript, TypeScript,  
Frameworks/Libraries: React, Bootstrap, Tailwind, Material UI, jQuery  
Developer Tools: Git, Visual Studio Code, Figma, WordPress, Shopify, Wix, Squarespace, WooCommerce, Adobe CC

## EDUCATION

### University of The Philippines

Bachelor of Arts, Major in Organizational Communication

Manila, PH  
*Sep 2020-July 2024*

- Best Thesis Award Nominee for Research on AI Integration in Media

### De La Salle University

Senior High School Diploma, Specialization in Arts and Design

Manila, PH  
*Jun 2018-May 2020*

- Gawad Lasalyano Leandro V. Locsin Artist Award (Multimedia) Nominee

### Don Bosco Technical Institute

Highschool Diploma, Specialization in Computer Technology

Makati, PH  
*Jun 2014-May 2018*

- Technical Excellence Awardee

## EXPERIENCE

### Shopgenie.io

Web Developer Specialist

Full-Time  
*Oct 2024-Present*

- Developing responsive e-commerce web solutions using React, HTML, CSS, and JavaScript
- Collaborating with design and marketing teams to ensure smooth integration of UI/UX and branding across various web projects
- Implementing custom features and optimizing site performance to enhance user experience and client satisfaction
- Managing version control with Git and ensuring cross-browser compatibility

### Capstone Project (Microsoft UX Design Professional)

UI/UX Designer

Remote  
*Jun 2024-Aug 2024*

- Conducted user research and applied design thinking methodologies to solve complex design problems.
- Worked on interactive prototypes using Figma and Adobe XD, aligning designs with user needs and platform best practices.
- Integrated accessibility features into design projects to create inclusive user experiences.

## RELEVANT CERTIFICATIONS

- **Meta Front-End Developer Professional**, Meta- August 2024  
Includes: Introduction to Front-End Development, HTML and CSS in-depth, Programming with JavaScript, React Basics, Advanced React, Version Control, Principles of UX/UI Design, Front-End Developer Capstone, Coding Interview Preparation
- **Microsoft UX Design Professional**, Microsoft- August 2024  
Includes: Build Wireframes and Low-Fidelity Prototypes, Design a User Experience for Social Good & Prepare for Jobs, Conduct UX Research and Test Early Concepts, Build Dynamic User Interfaces (UI) for Websites, Start the UX Design Process: Empathize, Define, and Ideate, Foundations of User Experience (UX) Design, Create High-Fidelity Designs and Prototypes in Figma
- **Google Digital Marketing & E-commerce Professional**, Google - May 2024  
Includes: Foundations of Digital Marketing and E-commerce, Attracting and Engaging Customers, Online Interactions, Email Marketing, Marketing Analytics, E-commerce Store Management, and Customer Loyalty Development.
- **IBM Generative AI for Software Developers**, IBM - September 2024  
Includes: Generative AI: Introduction and Applications, Generative AI: Prompt Engineering Basics, Generative AI: Elevate your Software Development Career
- **Search Engine Optimization (SEO) Specialization**, University of California, Davis- August 2024  
Includes: Optimizing a Website for Google Search, Advanced Content and Social Tactics to Optimize SEO, Introduction to Google SEO, Google SEO Fundamentals, Google SEO Capstone Project
- **Modern Web Development Specialization**, EDUCBA - August 2024  
Includes: Introduction to Modern Web Development with ASP.NET Core, Continuous Integration and Deployment with ASP.NET Core, Cloud Deployment and Scaling with ASP.NET Core, Advanced Topics in ASP.NET Core Development