Rigelle Cruz

SOFTWARE ENGINEER | WITH BACKGROUND IN UI/UX

As a Software Engineer, I design engaging, accessible, and purposeful solutions for web-based platforms. My work spans across marketing, e-commerce, and early stage startups, where I delivered purposeful, user-centred solutions that follow inclusive design practices. I enjoy working in collaborative teams where I can bridge creativity with technical skill to deliver intuitive and impactful outcomes.

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PERSONAL SKILLS

Problem-Solving

- Employed creative thinking and technical expertise in both frontend and backend of development.

- Experienced in integrating third-party APIs and services, resolving data formatting and authentication issues efficiently.

- Diagnosed and resolved bugs in e-commerce platforms using strong analytical skills and proficiency in web technologies.

Technical Strategy & UX/UI Research

- Conducted research and implemented technical strategies for UI/UX design blueprint to enhance accessible product experiences and user engagement.

- Used tools like Klaviyo, Google Analytics, and user behaviour insights to improve platform usability and engagement.

- Designed user flows with a focus on intuitive interactions and accessibility, aligning development decisions with user needs and business outcomes.

Collaboration & Communication

- Collaborated seamlessly within agile teams, fostering effective communication and productive teamwork.

- Actively contributed to technical design in development projects and developed strong relationship-building skills.

- Responded promptly to client inquiries, delivering solutions and ensuring client satisfaction.

Versatility and Adaptability

- Adaptable to new tools, frameworks, and team environments.
- Fast learner with the ability to shift between roles and tech stacks as project demands evolve.

TECHNICAL SKILLS

Web & UX Design:

Accessible, mobile-first, and responsive design

UI/UX research, SEO, and content strategy

WordPress

Development:

JavaScript, TypeScript, HTML, CSS Tailwind

React, Redux, Node.js, PostgreSQL, SQLite

REST APIs, Git, Vite

Tools & Media:

Figma, Miro, Adobe Creative Suite (Adobe Photoshop, Illustrator, Premiere Pro)

Analytics & Collaboration:

Klaviyo, Google Analytics

Agile & Cross-Functional Team Collaboration

Test Automation, Jest, SCRUM Methodologies, DevOps familiarity

Collaborative Multimedia Projects

QUALIFICATIONS

MARCH 2023 - JULY 2023
Dev Academy Aotearoa - Auckland

New Zealand Certificate in Applied Software Development (level 6)

MARCH 2019 - FEBRUARY 2022
The University of Auckland - Auckland

Bachelor of Arts - Majoring in Communications

PROFESSIONAL EXPERIENCE

DECEMBER 2024 - FEBRUARY 2025
Junction AI (Startup) - Auckland (Remote)

Acting CTO & Full Stack Developer (Contract/Freelance)

- Led the groundwork for building a SaaS product, developing the technical blueprint and project timeline.

- Strategised technical feasibility and oversaw system architecture, balancing high-level decision-making with hands-on development.

- Acted as a technical advisor, providing guidance on best practices, scalability, and resource allocation.

- Juggled multiple responsibilities, from planning and organising the product roadmap to writing backend and frontend code.

NOVEMBER 2023 - MAY 2024
Outsourced Marketing - Auckland (Remote)

Web Developer & Digital Marketer

- Designed and developed mobile-responsive WordPress websites for clients in various sectors.

- Produced visually engaging marketing assets and landing pages optimised for performance.

- Applied SEO techniques to improve site visibility and analytics to refine content strategy.

- Worked closely with clients to translate business goals into effective digital solutions.

MARCH 2023 - JULY 2023
Dev Academy Aotearoa - Auckland

15-week (70 hrs/week) full-stack software development boot-camp, providing a realistic team environment in an agile setting.

Full Stack Developer - Student

- Efficiently integrated front-end and back-end components in an event organiser app using RESTful APIs for client-server communication.

- Front-end lead in final group project, developing an e-commerce website, enhancing user experience using React to create an intuitive interface.

- Employed responsive web design principles and techniques to address diverse user needs and challenges.

- Conducted thorough testing using Vite and Jest on server routes in a music-sharing app, to ensure reliability and functionality.

SEPTEMBER 2022 - DECEMBER 2022

PowerShield Limited - Auckland

Electronics Tester & Electronics Assembler

- Tested circuit boards and performed troubleshooting during the QA phase.

- Ensured compliance with internal quality standards before final delivery.

- Successfully resolved technical issues with PCBs during the testing phase, ensuring quality products for clients.

MARCH 2022 - SEPTEMBER 2022

Hollywood Metro - Auckland

Café Worker & Barista

- Demonstrated ability to adhere to stringent food quality standards while preparing food and beverages.

- Customer service and cash handling.

MARCH 2022

The Red Bow - Remote

Volunteer Graphic Designer

- Conceptualising and producing original designs and illustrations.

- Marketing the charity's values for their social media platform.

- Experience in wire-framing and creating mockups using Figma, Photoshop & Illustrator