

Rigelle Cruz

SOFTWARE ENGINEER

As a Software Engineer, 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.

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.

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[GitHub/rigelle-cruz](#)

[Portfolio/rigelle-cruz](#)

TECHNICAL SKILLS

Web & UX Design:

Accessible, mobile-first, and responsive design

UI/UX research, SEO, and content strategy

WordPress

Development:

Frontend & Backend Frameworks

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:

Agile & Cross-Functional Team Collaboration

Test Automation, Jest, SCRUM Methodologies, DevOps familiarity

Collaborative Multimedia Projects

QUALIFICATIONS

MARCH 2023 - JULY 2023	New Zealand Certificate in Applied Software Development (level 6)
Dev Academy Aotearoa - Auckland	
MARCH 2019 - FEBRUARY 2022	Bachelor of Arts - Majoring in Communications
The University of Auckland - Auckland	

PROFESSIONAL EXPERIENCE

DECEMBER 2024 - FEBRUARY 2025	Acting CTO & Full Stack Developer (Contract/Freelance) <ul style="list-style-type: none">- 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 organizing the product roadmap to writing backend and frontend code.
NOVEMBER 2023 - MAY 2024	Web Developer & Digital Marketer <ul style="list-style-type: none">- Collaborated with remote teams to successfully deliver projects.- Designed and developed responsive WordPress websites, enhancing client online presence.- Created visually compelling ad tiles for marketing campaigns.- Implemented SEO strategies to improve search rankings and boost organic traffic.
MARCH 2023 - JULY 2023	Full Stack Developer - Student <ul style="list-style-type: none">- 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.
Dev Academy Aotearoa - Auckland	
15-week (70 hrs/week) full-stack software development boot-camp, providing a realistic team environment in an agile setting.	

SEPTEMBER 2022 - DECEMBER 2022

PowerShield Limited - Auckland

Electronics Tester & Electronics Assembler

- Tested and assembled circuits.
- Demonstrated ability to ensure top-notch quality and effectively collaborate within a team.
- Successfully resolved technical issues with PCBs during the testing phase, ensuring quality products for clients.

MARCH 2022 - SEPTEMBER 2022

Hollywood Metro - Auckland

Cafe 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 wireframing and creating mockups using Figma, Photoshop & Illustrator