Rodrigo S. Perez

Visual Designer

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Summary of Qualifications

As a creative Visual Designer with a passion for building responsive and engaging websites, I bring over 15 years of experience to the field. With a strong background in User Interface (UI) Design, I ensure that my work is both visually appealing and user-friendly. I am highly skilled in visual design and proficient in Adobe Photoshop, Adobe InDesign and Canva which enables me to deliver layouts that meet modern standards and exceed client expectations.

Technology

Programming Language – Javascript
Front-end Framework and Related Technologies – HTML5, CSS3, SASS CSS, JQuery, Twitter Bootstrap, Wordpress, Joomla, Umbraco, VueJS
Development Tools and Applications – Atom text editor, Sublime Text, Git Bash, Android Studio, Visual Studio Pro
Designing Applications – Adobe Photoshop CC, Adobe Illustrator CC, Adobe InDesign CC, Canva Pro
Version / Source Control – Git, GitLab
Operating System – OSX (macOS Sierra), Windows 11, Ubuntu
CMS [open source] – Wordpress, Joomla, Prestashop

Skills

VISUAL DESIGN / USER INTERFACE FOR DIGITAL PRODUCTS
Visual Design (2024 - Present):
Using Canva Pro for social media graphics, marketing materials, video presentations or any other visual content. I use Adobe Photoshop for photo retouching, manipulation and cropping.

FRONT-END / WEB APPLICATION / CMS
Front-end development (2020 - 2021):
I use the Umbraco framework to develop websites and landing pages with responsive designs for desktop, tablet and mobile devices. I also specialize in custom WordPress theme development.

Front-end development (2018 - 2019):
I use VueJS for asynchronous web application (AWS) development, incorporating Vuetify for design components and HTML5, CSS3 and SASS for front-end.

Front-end development (2004 - 2017):
Converting all PSD UIs into responsive HTML5 pages and creating UI kits for the Twitter Bootstrap front-end framework

CMS (Wordpress):
Custom WordPress theme development, specializing in comprehensive front-end customization and proficiently modifying existing plugins to meet specific project requirements.

USER INTERFACE FOR WEB AND MOBILE
User Interface Design using Adobe Photoshop
Using Adobe Photoshop and similar tools, I design user interface kits for web applications, native Android apps, and other graphics for various devices and screens, including desktop, tablet and mobile.

NATIVE MOBILE
Native Android App UI Design and Development
Converting all user interfaces into Android XML layouts and implementing all components of the Android app. Testing the app on various Android devices, from the minimum to the latest SDK versions of Android OS

Working Experience

Zigzag Connect Inc. | Mid Web Developer – August 2020 to September 2021 [1 YEAR & 1 MONTH]
- Designed and developed responsive landing pages, ensuring compatibility across desktop, tablet and mobile screens.
- Customized WordPress blog themes to ensure responsiveness across all devices.

New Oriental Club88 Inc. | Mid Level Front End Developer – October 2018 to March 2019 [6 MONTHS]
- Integrated APIs and developed JavaScript functions for various game providers.
- Implemented front-end development for web admin tools and mobile games using VueJS.

Remote (Crewbids App) | Front End Developer – December 2015 to September 2018 [2 YEARS & 9 MONTHS]
- Designed PSD prototypes and mock-ups for web applications, primarily for classic ASP-based apps.
- Converted PSD designs to HTML5 using Twitter Bootstrap for the admin theme layout.
- Implemented jQuery for single-page applications and form validations.

PyxPayment | Senior Android Designer / Developer – January 2014 to May 2015 [1 YEAR & 4 MONTHS]
- Designed PSD mockups for native Android mobile payment applications.
- Converted PSD designs to Android XML layouts for various activities, controls, forms and menus.
- Developed the Pyxpayments blog website (Pyxpayments.com) using WordPress and the Twitter Bootstrap framework.

Remote (Australian Client) | Web Designer / Front End Web Developer – November 2011 to December 2013 [2 YEARS & 6 MONTHS]
- Designed PSD mockups for CMS platforms such as WordPress and PrestaShop.
- Created PSD and AI layouts for various marketing collaterals, including banners, email templates, email creatives, icons, logos, ebook covers, flyers, landing pages and Facebook covers.
- Developed PSD layouts for PrestaShop and eBay marketing tools.
- Converted PSD mockups into WordPress themes with mobile-ready functionalities and formatting.
- Transformed PSD mockups into PrestaShop eCommerce framework designs.
- Implemented backend and frontend functionalities for PrestaShop eCommerce framework and populated products.

HDI System Technologies | Web Designer / Front End Web Developer – June 2011 to October 2011 [5 MONTHS]
- Designed PSD mockups for HRIS web applications.
- Converted PSD designs to HTML layouts using Twitter Bootstrap.
- Implemented front-end using the PHP framework CodeIgniter for web applications.
- Utilized jQuery for single-page application functionality and form validations.

Remotestaff Inc. (Australian Client) | Web Designer / Front End Web Developer – February 2010 to August 2010 [6 MONTHS]
- Designed PSD mockups for CMS platforms, focusing on WordPress.
- Created PSD and AI layouts for various marketing collaterals, encompassing banners, email templates, creatives, icons, logos, ebook covers, flyers, landing pages and Facebook covers.
- Converted PSD mockups into responsive WordPress themes, ensuring adaptability across different devices and screen sizes.

Expitrans Inc. | Web Designer / Front End Web Developer – February 2009 to January 2010 [11 MONTHS]
- Designed PSD mockups for various CMS platforms, including WordPress, Joomla and PrestaShop.
- Conducted training sessions for OJT's to expand the team of front-end developers skilled in HTML and CSS.
- Converted PSD designs to HTML format for implementation across WordPress, Joomla and PrestaShop CMS platforms.
- Implemented CMS solutions, ensuring comprehensive content and product integration with HTML and CSS validation and compatibility across different browsers.

Ivertise Marketing & Web Technologies | Web Designer / Front End Web Developer – September 2007 to February 2009 [1 YR & 5 MONTHS]
- Converted PSD designs to HTML format ensuring compatibility across different web browsers.
- Implemented front-end solutions for web applications using the PHP framework CodeIgniter.
- Designed and developed web pages from start to deployment, using modern technologies and CMS platforms like Joomla, WordPress and various eCommerce frameworks.

Remote (US Client) | Web Designer – September 2005 to August 2007 [1 YR & 11 MONTHS]
- Designing PSD layouts for various static websites, galleries, banners and landing pages.
- Manipulating images through cropping and enhancement for use in websites and marketing materials.
- Converting PSD designs to HTML using tables, employing tools like Dreamweaver for efficient implementation.

Cybersource Inc. | Web / Graphic Designer – April 2004 to August 2005 [1 YR & 4 MONTHS]
- Designing PSD layouts for different static websites, galleries, banners and landing pages.
- Performing image manipulation, including cropping and enhancing, for both websites and marketing collateral.
- Utilizing Dreamweaver to convert PSD designs into HTML format, employing tables where necessary for precise layout implementation.

Personal Information

Born on 19th day of September, 1981 in Gapan City, Nueva Ecija; Filipino Citizen; Stands 5'9" tall; Weighs 180lbs.

EDUCATIONAL BACKGROUND
Bachelor of Science in Computer Science (1999-2003)
Systems Technology Institute

Skills Matrix

I Beginner / Basic Training	II Limited Experience	III Solid Experience	IV Expert, Extensive Experience
	Experience in Years		**Skill Level**

Software

	Experience in Years	Skill Level
Adobe Photoshop	15	IV
Adobe InDesign	10+	IV
Adobe Illustrator	10+	III
Canva	3 months >	III

Scripting Language / Framework

	Experience in Years	Skill Level
HTML / CSS (HTML5 / CSS3)	10+	IV
Twitter Bootstrap	6	IV
JQuery	6	III
PHP	6	III

CMS

	Experience in Years	Skill Level
Wordpress	8	IV
Joomla	6	III
Prestashop	6	III