

# SHERWIN TAMAYO ANOS

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## CAREER OBJECTIVE

To provide professional, inspiring designs with a commitment to quality and time.

## PROFESSIONAL EXPERIENCE

### Front End Web Developer / Web Designer | 09/2024 - PRESENT

Freelance - Philippines

- Developed custom WordPress websites using WooCommerce and Elementor, optimizing for performance, responsiveness, and SEO.
- Built modern web applications with Next.js, Shadcn UI, and Tailwind CSS, ensuring scalability and maintainability.
- Designed sales funnels and landing pages in Figma and built them using Systeme.io and Webflow, focusing on conversion optimization and seamless user experience.

### Senior Web Developer | 12/2021 - 09/2024

Circles Life Technologies - Philippines

- Migrated traditional WordPress sites to a Headless CMS architecture using Next.js and React, integrating REST API for seamless content management.
- Ensured quality design implementation, wireframes, and prototypes using Chakra UI and modular React components.
- Took charge of optimization efforts including technical SEO, site speed improvements, and front-end code audits.
- Oversaw the creation and maintenance of reusable design system components to ensure consistency and scalability.
- Collaborated with regional business stakeholders to discuss website changes to improve traffic and conversion rates.

### Web CMS Developer ( deployed at FACEBOOK ) | 12/2019 - 10/2021

Section Pte Ltd - Singapore

- Developed web pages for internal and external audiences using HTML, XML, and CSS.
- Managed and maintained daily website content updates to ensure accuracy and consistency.
- Implemented landing pages and integrated content, images, videos, and other assets within the CMS.
- Collaborated with cross-functional teams on web content-related projects and initiatives.
- Conducted website quality assurance, including testing and reviewing content for errors, broken links, and layout issues.

### Front End Developer | 11/2018 - 09/2019

Jardine Cycle & Carriage - Singapore

- Translated wireframes and design prototypes into high-quality, maintainable front-end code.
- Developed mobile-first, responsive user interfaces for websites built on Sitecore CMS.
- Ensured cross-browser and cross-device compatibility to deliver a consistent user experience.
- Collaborated closely with designers and developers in an Agile environment to deliver timely and scalable web solutions.

### Front End Developer / Web Designer | 08/2017 - 08/2018

Freelance - Philippines

- Developed interactive HTML prototypes based on design mockups to support rapid iteration and feedback.
- Built and styled web pages using Elementor within WordPress, ensuring



## PROFESSIONAL SUMMARY

Dedicated and creative web developer with several years of experience in designing and developing user-friendly, responsive, and visually appealing websites.

## SKILLS

- Front End Technologies: *HTML5, CSS3, Sass, Javascript, jQuery, ReactJS, Typescript, NextJS, NodeJS, Shadcn UI, Tailwind CSS*
- Database Management: *MySQL*
- Version Control: *Git, Github*
- CMS: *WordPress (Elementor & WooCommerce), Shopify, Weebly & Webflow*
- Project Management Tools: *Jira, Confluence, Monday, Asana*
- Responsive Web Design
- Cross-browser Compatibility
- Debugging and Troubleshooting
- API Integration
- Web Performance Optimization
- Team Collaboration

## SOFTWARE APPLICATIONS

- UI Design: *Photoshop, Illustrator, Canva*
- UX Design: *Figma, Adobe XD, Sketch, Zeplin, MarvelApp*
- 3D Design: *SketchUp, 3D Studio Max*
- Motion Graphics: *Premiere, After Effects, DaVinci Resolve, Capcut*

## CERTIFICATIONS

**Google Analytics Platform Principles**  
Analytics Academy Courses (04/2014)

**Digital Analytics Fundamentals**  
Analytics Academy Courses (10/2013)

pixel-perfect alignment with design specifications.

- Designed a variety of marketing collateral including banners, brochures, logos, and other branded assets to support digital campaigns.

#### **Front End Developer** | 04/2014 - 07/2017

VML Southeast Asia & India - *Singapore*

- Developed user-facing features and fully responsive websites with a focus on performance and usability.
- Built reusable code components and libraries to streamline development and support future scalability.
- Evaluated and ensured the technical feasibility of UI/UX designs, aligning implementation with design intent.
- Optimized websites for maximum speed, performance, and scalability across devices and browsers.

#### **Senior Multimedia Designer** | 12/2013 - 03/2014

Numoni Pte Ltd - *Singapore*

- Designed a wide range of marketing materials, including brochures, flyers, mascots, and other promotional assets.
- Collaborated with the video production team to create weekly promotional videos for campaigns and social media.
- Managed and updated NUMONI's Facebook, Instagram, and Pinterest pages to maintain brand presence and engagement.
- Created and designed branded merchandise such as t-shirts, refrigerator magnets, mugs, and more.
- Led the UI design ensuring a user-friendly and cohesive interface.

#### **Front End Developer** | 11/2011 - 10/2013

Convertium Pte Ltd - *Singapore*

- Contributed to front-end development for both desktop and mobile platforms, ensuring responsive and user-friendly interfaces.
- Emphasized standards-compliant code and ensured cross-browser compatibility for a consistent user experience.
- Collaborated with back-end developers by providing feedback on design implementation and usability improvements.
- Cropped, optimized, and enhanced banners, thumbnails, and background images for use across digital platforms.

#### **Senior Web Designer** | 05/2008 - 10/2011

Abacus Investment Holdings Pte Ltd - *Singapore*

- Designed and developed websites from concept to deployment, ensuring alignment with brand and user goals.
- Hand-coded websites using HTML and CSS, and integrated them into various Content Management Systems (CMS).
- Implemented on-page SEO best practices and handled website submissions to improve search engine visibility.

#### **Web Graphic Designer** | 11/2006 - 02/2008

Ashton Media Ltd - *Tanzania*

- Designed a variety of print and digital marketing materials, including magazine ads, brochures, flyers, and banners.
- Developed and maintained websites for in-house projects and external clients, ensuring quality design and functionality.

#### **Web Graphic Designer** | 07/2004 - 10/2006

Freelance - *Philippines*

- Converted Photoshop (PSD) designs to clean, semantic HTML/CSS, ensuring pixel-perfect implementation.
- Designed various marketing materials for both digital and print platforms.
- Created gallery templates for movies and thumbnails, enhancing visual presentation and user engagement.
- Submitted websites to multiple online directories to improve visibility and support SEO efforts.

## EDUCATION

**Associate in Computer Science**

Asian College of Science & Technologies - Philippines

06/1998 - 04/2000

**Design Team Lead / Webmaster I** | 03/2004 - 07/2004

Cybersource Ltd - *Philippines*

- Developed movie and thumbnail gallery templates to enhance media presentation and user experience.
- Converted PSD designs into clean, responsive HTML/CSS for seamless web integration.
- Designed static and Flash banners for digital advertising campaigns.
- Submitted websites to various online directories to boost search engine visibility and traffic.

**Web Designer / Graphic Artist** | 08/2003 - 02/2004

First Philippine Scales, Inc. - *Philippines*

- Maintained and enhanced the company website to ensure optimal performance and up-to-date content.
- Designed various marketing collateral, including brochures, flyers, and other promotional materials.

**Desktop Publisher** | 03/2003 - 08/2003

GP Group of Companies - *Philippines*

- Maintained and developed the company website, ensuring functionality, updates, and user engagement.
- Designed brochures, flyers, and other marketing materials to support branding and promotional campaigns.

**Data Encoder** | 01/2002 - 11/2002

Trackspeed International Motorworks Corp - *Philippines*

**Data Encoder** | 06/2001 - 09/2001

ZM Data Processing Inc. - *Philippines*

**HTML Programmer** | 06/2000 - 12/2000

Electronic Publishing Ventures Inc. - *Philippines*

- Processed and prepared layouts of RTF files using HTML tags to ensure consistent formatting.
- Formatted books following job order specifications and standard publishing formats.
- Created interactive links between the table of contents and chapters to enhance navigation and usability.