SCARLET PALADA

Website Developer & UI/UX Designer

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CONTACT

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EDUCATION

Bachelor of Science in Information Technology
Quezon City University
June 2014 - April 2018

UI/UX Design Bootcamp
Up Version
June 2024 - September 2024

SKILLS

- HTML
- CSS
- JavaScript
- Bootstrap
- WordPress
- Shopify
- Figma

LANGUAGES

- Filipino
- English

CERTIFICATIONS

- Complete Web & Mobile Designer: UI/UX, Figma, +more
- Front-End Web UI Frameworks and Tools: Bootstrap 4
- Front-End Web Development with React
- Google Ads Display Certification
- Google Ads Search Certification
- Google Shopping Ads Certification

PROFILE

I'm a Front-End Web Developer with over six years of experience—and still actively working—in building corporate and e-commerce websites using WordPress and Shopify. For the past three years, I've also been working with Figma to create mockups and prototypes. I'm looking for an opportunity to continue growing in UI/UX design or web development while contributing to a collaborative and innovative environment.

EXPERIENCE

Website Developer (Full-time)

Filipinas Multi-Line Corp.   January 2025 - Present

- Using WordPress CMS - Currently developing and managing websites for Filipinas Multi-Line Corporation and its group of companies, including Multi-Line Structures Corp. and Multi-Line Building Systems Inc.

Assistant Lecturer (Part-time)

Quezon City University   August 2024 - December 2024

- Planned and delivered lessons that help students learn about web systems and technologies and other technology-related topics, including activities and quizzes.
- Provided help and guidance to students, answering their questions and helping them understand difficult concepts.

UI/UX Designer in Training (Bootcamp)

Up Version   June 2024 - September 2024

- Gained experience in user research, conducting surveys, interviews and creating user personas to deeply understand the target audience.
- Developed user flows to map out key functionalities and user interactions.
- Organized the information architecture for smooth navigation and clear content structure.
- Finalized the design process by developing detailed sitemaps to guide the overall app layout and user journey.
- Created wireframes to define the app's layout and structure.
- Designed high-fidelity mockups, bringing the visual elements to life.
- Built interactive prototypes to test and iterate on the user experience.

Front-End Web Developer

Springboard Philippines   May 2018 - June 2024

- Created high-fidelity mockups with Figma for various applications, including e-commerce desktop and mobile versions, and other mobile apps.
- Developed informational and catalog websites using the Avada theme in WordPress, focusing on user-friendly designs and ensuring desktop and mobile responsiveness for an enhanced user experience.
- Set up fully operational e-commerce websites using Shopify with paid themes, including installing plugins and occasionally customizing themes by injecting HTML, CSS, or JavaScript for specific display and functionality needs.
- Coded front-end designs using the Bootstrap framework for custom website projects.
- Managed domain and hosting services with providers such as GoDaddy and Bluehost, ensuring smooth website operations and maintenance.
- Installed and configured Google Analytics for client websites to track performance and gained basic experience in SEO, including on-page optimization and keyword research.
- Collaborated with team developers and graphic designers on projects of all sizes, from small to large.