

# 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

- English
- Filipino

## 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

## PROFILE

I'm a Front-End Web Developer with over 7 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

- Developed and currently managing websites for Filipinas Multi-Line Corp. and its group of companies.
- Assisted in on-page SEO improvements under SEO guidance, including duplicate heading fixes and redirections.
- Basic editing of website images and assets using Photoshop and Illustrator.
- Managing Google Business Profile and YouTube channel, updating info, photos, and videos.

### Assistant Lecturer (Part-time)

Quezon City University August 2024 - December 2024

- Planned and delivered lessons that help students learn about web systems and technologies including activities and quizzes.
- Assisted students by answering their questions and supporting their learning.

### 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 and organized information architecture to support clear navigation and user interactions.
- 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 and designed high-fidelity mockups to bring the visuals to life.
- Built interactive prototypes to test and iterate on the user experience.

### Front-End Web Developer (Full-time)

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.