Alvin Zafra

FRONT-END DEVELOPER
UI DESIGNER

As a dedicated Front-end Developer with a decade of expertise in the industry, I take immense pleasure in my profession. Throughout my career, I have worked on a diverse range of projects, catering to the requirements of both small-scale startups and large multinational corporations.

CONTACT DETAILS

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Nationality:	Filipino
Language:	English, Tagalog

EDUCATION

⌖ Tertiary

Technological Institute of the Philippines
Bachelor of Science in Information Technology
2004 - 2009

⌖ Secondary

Lourdes College of Bulacan
High School Diploma
1996 - 2001

SKILLS

HTML 5	97%	WordPress	99%
Css 3	95%	Webflow	90%
Javascript	85%	Shopify	80%
PHP	80%	Wix	83%
Bootstrap	83%	Visual Studio	80%
Photoshop	99%	Adobe Premiere	90%
Illustrator	90%	Adobe Indesign	85%
Figma	90%	Sketchup (3D)	95%
Adobe XD	85%	Photography	80%

My Professional Experience

Front-end Developer / UI Designer	Aspired Digital Solutions

May 2022 - October 2023 — **Digital Agency | US | Connecticut**

- Design and develop engaging websites using WordPress as the core platform, employing Elegant Themes DIVI and Elementor to craft visually appealing and dynamic user interfaces.
- Utilize advanced knowledge of these platforms to meticulously design page layouts, component libraries, custom post types, popups, and forms, ensuring a seamless user journey.
- Collaborate with design teams to transform mockups into fully functional web pages, capturing the desired brand image.
- Champion web accessibility and semantic best practices while optimizing web pages for superior search engine visibility (SEO).
- Coordinate directly with my supervisor to ensure timely updates to website content, aligning the digital presence with evolving business objectives.
- Provide expert technical support to address website issues, bugs, and glitches, enhancing user satisfaction and site reliability.
- Collaborate closely with the marketing team to align the website's design with the overarching company brand, reinforcing brand recognition and cohesion.
- Work alongside SEO and SEM specialists to uphold coding standards, integrate robust site analytics, and enforce stringent security measures.
- Conceptualized wireframes and prototypes to drive innovative feature development, collaborating across departments to cater to diverse design needs.
- Develop a comprehensive growth plan envisioning feature, content, and design evolution, aligning with the company's long-term vision.
- Respond adeptly to user feedback and marketing requisites, ensuring timely website updates that resonate with target audiences.
- Manage client support tickets through WHMCS, addressing inquiries and concerns, and collaboratively edit or modify client websites as needed.
- Create and produce video tutorials for clients to guide them in editing their websites, enhancing user empowerment.
- Adhere rigorously to coding standards endorsed by technical leadership and industry norms, executing thorough cross-browser tests and accessibility assessments.
- Facilitate content strategy discussions, liaising seamlessly with departments to align web content with overarching business objectives.

Front-end Developer / UI Designer	Leads Interactive Pte. Ltd

October 2019 - March 2022 — **Digital Agency | Singapore**

- Design and develop a website that is responsive, dynamic, and engaging.
- Design a website using HTML and CSS according to specifications and mostly in WordPress Platform.
- Expert knowledge in building pages and component libraries with popular page builders like Elementor, custom post types, popups, and forms.
- Comfortable navigating design mockups made in Sketch, Figma, or Adobe XD.
- Ensure that all pages are accessible, semantic, and search engine optimized (SEO).
- Create a sitemap for easy navigation of the site.
- Work with the customer to ensure that content is up to date on the site.
- Provide technical support for website issues, bugs or other problems as needed.
- Work with marketing to ensure that the site communicates the company's brand.
- Work with SEO Specialists and SEM Specialists on coding standards, site analytics, and security.
- Create wireframes or prototypes of new features.
- Collaborate with other departments to make sure that their needs are met through design.
- Develop a long term plan for growth in terms of features, content, and design.
- Deliver timely updates to our current site based on user feedback or marketing needs.
- Adheres to coding standards defined by technical management and industry standards. This includes cross-browser tests and accessibility checks.
- Collaborate with other departments on content strategy.
- Manage Domain and Hosting, and some of the backend concerns.