Ralph Martyn Esteva

Front End Developer | UI/UX Designer rapesteva.com



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2 Ford St. Phase 3c, Filinvest East Homes, Antipolo City



- A persuasive graduate of BSBA-Computer Science in Jose Rizal University who is successful in generating good will and restoring confidence in others.
- · Major strengths: A team player, willing and highly motivated
- Developed a Management Information System for Development Academy of the Philippines and Privato Hotel.
- Adept in Front End Development Languages and UI/UX Design
- Familiar with JAMstack Development with the use of Jekyll to produce a website for Folk Ridge Band
- Maintained and developed Wordpress based websites for Mad About Solutions
- Maintained and developed Web Apps for Zip Technologies
- Created Banner and EDM layouts for Asiatravel.com



Skills and Abilities

Computer and Multimedia Skills

- Developed client websites for Mad About Solutions; Participated in client and team meetings for Project Manager to layout the plans and sitemap; Setup the coding environment (FTP, Wordpress, Local Server, Git); Programmed the website with the guidance of a Web Consultant on using the right development tools; Project is finished based on Designer's mockup design and the site is maintained for a few months for
- Developed a Management Information System for Development Academy of the Philippines (2015-16) and Privato Hotel (2016-present); Passed weekly deliverables to the Technical Adviser and Subject Professor; applied the five Programming Languages for Web Development including Git and Laravel; Defended the
- Served Zip Technologies as a Front End Engineer; Developed and provided support for their exisiting web apps; Apps are well maintained with the right tools and team.

Interpersonal Skills (Communication / People)

- Compiled resources on WooCommerce and Wordpress; Prepared manuals and conducted tests; Lead a meeting/training online to guide the clients on using the website. Clients are well informed on the information and website is successfully turned over.
- · Held weekly updates; Presented new features in the website; Lead a meeting/training online to guide the admins on using the website. Admins are well informed and properly trained on using the platform.

Communication Skills

• Researched articles from different sources for a training to be conducted within the dedicated account of StraightArrow; created an efficient structure of the presentation; Was able to conduct a Basic HTML training; Participants were well informed about the topics presented and were able to do hands on exercises.

Web Technologies and Tools

- HTML
- Adobe Photoshop
- CSS/SASS
- Javascript
- NPM / Yarn
- Webpack
- Adobe XD
- Adobe Illustrator Jekyll (JAMstack)
- Bootstrap
- Tailwind Next.js

- PHP
- Wordpress
- Laravel
- Composer
- Git
- React

- Heroku
- Strapi.js
- MySQL
- Netlify

Work Experience

Front End Engineer

Zip Technologies

Apr 2022 - Present

Responsible for implementing visual elements that users see and interact with in a web application. Ensures that the application is optimized both in technology and aesthetics.

Web Development Associate

Mad About Solutions

Aug 2019 - Feb 2022

- Design overall architecture of the web application.
- Maintain quality and ensure the responsiveness of applications.
- Maintain code integrity and organization.
- Experience working with graphic designers and converting designs to visual elements.
- Understanding and implementation of security and data protection.
- Write backend code with use of Javascript and PHP.
- Understanding of server-side languages.
- Knowledge of code versioning tools.
- Knowledge in CPanel and CMS platforms including WordPress, Shopify.

Web Development Specialist I

StraightArrow Corporation

Mar 2017 - Aug 2019

- Create responsive, HTML-validated, email templates from PSD design
- Manage marketing campaigns, setup and schedule email campaigns using Marketing Cloud platform
- Able to edit email templates and web pages using HTML and CSS
- Create deliverables needed (HTML newsletters, Landing Page, Forms, Product pages)
- Suggest/recommend ways on how to optimise and improve HTML designs and landing pages.

Web Designer

Asiatravel.com

Jun 2016 - Feb 2017

- Designing Newsletters, creating and updating microsites.
- Design promotional Banners for Facebook, B2C and B2B.
- Creating EDMs and code it through HTML email.
- Creating hotel profiles, making sure that hotel information is well uploaded in the website.
- Keeping the web content of www.asiatravel.com updated by debugging broken links and images.

Certifications and Achievements

Next.js 13 Masterclass

Jose Rizal University IT Recognition 2016

May 2024

Modern Javascript From The Beginning

Brad Traversy

Aug 2020

Professional Employment Program

Ayala Education Incorporated

Арг 2016

3rd place Best Information System Presenter

Jose Rizal University IT Recognition 2016

Маг 2016

UI/UX using Adobe Experience Design

Creative Nation Academy

Aug 2019

2nd place Best Information System Project

Jose Rizal University IT Recognition 2016

Маг 2016

References

Moses Lucas

Lead Front End Developer Zip Technologies Unit 340 Valero Plaza Condominium, 124 Valero St., Salcedo Village, Brgy. Bel-Air, Makati City

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Carlo Aguino

Web Developer *Mad About Solutions* 5F Silver City 1 Annex, Frontera Verde Drive, Pasig, 1600, Metro Manila

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