SCARLET PALADA

FRONT-END WEB DEVELOPER

🌐 www.scarletpalada.dev   in linkedin.com/in/scarletpalada

CONTACT

✉ scarletpalada13@gmail.com

📞 +63 999 524 9823

📍 Parklane St. GSIS Village, Brgy. Sangandaan, Proj. 8, Quezon City, Philippines, 1116

EDUCATION

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

SKILLS

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

LANGUAGES

- Filipino
- English

CERTIFICATIONS

- Front-End Web UI Frameworks and Tools: Bootstrap 4
- Front-End Web Development with React
- Google Ads Display Certification
- Google Ads Search Certification

CONTACT REFERENCES

Marvic Stephen Tifora
Project Manager | marvicstephen@gmail.com
Springboard Philippines

Kimberly Mae Dayo
Marketing Specialist | marketing3@dahhanbiz.com
Dahhan Business Services

PROFILE

I'm a Front-end web developer with almost 6 years of experience building corporate and e-commerce websites using WordPress and Shopify. Creating web applications from scratch using Bootstrap, and experienced with mockup design in Figma for the past 3 years. Currently looking for an opportunity to improve my skills in UI/UX design and other related fields while contributing my abilities in a collaborative and innovative environment.

WORK EXPERIENCE

Front-End Web Developer

Springboard Philippines   May 2018 - Present

- Create high-fidelity mockups with Figma for different applications, including e-commerce desktop and mobile versions, and other mobile apps, applying UI/UX design principles.
- Create company/informational and catalog websites using the Avada theme in WordPress, focusing on user-friendly designs, 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.
- Code front-end designs using the Bootstrap framework, HTML, and CSS for custom website projects.
- Manage domain and hosting services with providers such as GoDaddy and Bluehost, ensuring smooth website operations and maintenance.
- Generate website performance reports using Google Analytics, and beginner-level experience with Looker Studio for data visualization and interactive reports.
- Perform basic SEO tasks such as adding meta titles, meta descriptions, alt tags, compressing images, and conducting keyword research. Familiar with Google Search Console for website monitoring and optimization.
- Assist the digital team with setting up Google Ads and Facebook Pixel through Facebook Business Manager and troubleshooting event data sources.
- Collaborate with team developers and graphic designers on projects of all sizes, from small to large.

WordPress Developer Support

Dahhan Business Services   February 2020 - December 2023

- Developed a WordPress website for Dahhan company
- Assisted the Marketing Specialist with creating Google Ads, including GDN, Google Search, and YouTube campaigns.
- Managed the Bluehost server to ensure smooth website operations.
- Updated the website with new content or necessary updates.