



SCARLET PALADA

Front-End Web Developer & UI/UX Designer


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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 6 years of experience building corporate and e-commerce websites using WordPress, Shopify, and developing web applications with Bootstrap. Over the last 3 years, I've also been working with Figma to create mockups and prototypes. I'm looking for an opportunity where I can continue to learn and grow in UI/UX design or web development while making a positive impact in a collaborative and innovative environment.

EXPERIENCE

Assistant Lecturer (Part-time)

Quezon City University

August 2024 - Present

- Plan and deliver lessons that help students learn about web systems and technologies and other technology-related topics, including activities and quizzes.
- Provide 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.