Hi, I'm
Constantino

I am a developer & digital designer. I transform creative ideas into engaging virtual space by building functional and user-friendly websites that work seamlessly across browsers and devices.

MY QUICK DETAILS

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SKILLS, EXPERIENCE AND TECHNOLOGIES

HTML 5	CSS3	Javascript
jQuery	Bootstrap 4	Wordpress
Digital Design	Adobe Creative Suite	Search Engine Optimisation

EDUCATION

BA, MAJOR IN MULTIMEDIA IN ARTS
De LaSalle - College of Saint Benilde, Philippines

ACHIEVEMENTS

2017

Soul Sisters Photography
Project: Wedding Photography Website

Designed and developed their new website, Increased online enquiries by around 20%, page visits and average time on page. Awesome positive feedback pouring from the business owner's clients. In addition, I successfully migrated their website to a new hosting on time and avoiding the deadline of closure of it's previous hosting company which allow the business to run without any distruptions.

2016

JLL New Zealand
Project: Ocean Swim Series Sports Event

Increased user sign up around 50%, beating their last year's event metrics by designing and developing the Ocean Swim landing page using HML, CSS, jQuery and Sharepoint.

2015 — 2016

JLL New Zealand
Project: Corporate Website Makeover

Achieved 200% increase in newsletter sign up, increased online enquiries by more than 100%, increased unique and returning site visitors by more than 30%, lowered the bounce rate and improved the website ranking through search engine optimisation by comparing the analytics from the previous year.

These were made possible through my data analysis, setup interviews with the business line team, research and competitor analysis. Based on the data that I gathered, I redesigned and developed the website. I improved the site loading speed and site usability, made the website easier to send online enquiry and to sign-up in their newsletter, and added new website functionalities as well.

2016

Polo Driving School
Project: Driving School Website

Designed and launched their new website, improved the site ranking on Google SERP on its first 6 months, jumping from nothing to page 1-3, and received online and phone call enquiries from the website.

2014

JLL Asia Pacific
Project: JLL Revamped Corporate Website

Responsible for launching the new corporate website in 14 countries in Asia Pacific and Australasia on time through helping each country team identify the priorities of their website contents, communicating regularly with the project managers, dev team and content managers, designing and developing custom pages using Front-end and Sharepoint technologies, training content managers and providing technical support if problems arise.

2014

JLL Asia Pacific
Project: Microsite for Pitching a Property

Sold an office component of Pacific Century Place Marunouchi in Tokyo, Japan worth millions by helping the team in designing and developing a Wordpress website.

ACHIEVEMENTS

2013
—
2015

JLL Asia Pacific
Daily Tasks: Project Management, Developer and Web Consultant

Responsible for helping the company save hundreds of thousands of dollars (estimate), strong company branding, improving site usability, providing easy to use platforms for content managers, improving the overall performance of the team through technical consultation, digital platform & website functionality recommendations, design solutions based on company's branding guidelines, crafting project briefs and serving as gate keeper to 14 countries in Asia Pacific to any project deliverables that requires initiative with external web agencies.

2012

International SQL Star
Project: OBC Bank Singapore Revamped Website

Managed a team of front-end developers and successfully launched their new website in a limited time saving the company from almost half million dollar penalty, and in accordance to the client's requirements. This was made possibly by team effort, providing advice on website functionalities and browser compatibility support, close collaboration with project managers, designers and dev team, and developing proper code structures which are highly reusable for building the website. On the other hand, the team won the "2012 W3 Silver Award Winner".

WORK EXPERIENCE

Nov 2017
—
Present

BookIt / Travelbug / F6 Website Design
DEVELOPER / DESIGNER

The employer has three combined businesses. F6 provides website design and development services. BookIt is a local travel booking software, while Travelbug is a local accommodation listing website that allow users to book rooms.

- Design responsive websites using Photoshop and provide recommendations to improve usability
- Analyse the project brief and requirements then prepared sketches, sitemap and user flow of the website
- Develop Wordpress websites from scratch and up to production deployment
- Provide design recommendation and develop the Travelbug (Travel booking website) responsive website using HTML, CSS, JS and jQuery
- Build a custom CSS grid system, with CSS media queries for mobile responsiveness
- Implement and maintain various client Wordpress websites. Duties include: Website migration, implement website functionalities based on the requirements and recommendation to improve the design and usability of the website
- Test front-end code in multiple browsers and screen sizes to ensure cross-browser compatibility
- Collaborate with Project Manager, Designer and Back-end Developers to ensure that we get the requirements and timelight right
- Utilise SEO principles and ensure that the websites adhere to it

Jun 2015
—
Oct 2017

JLL New Zealand
DIGITAL SPECIALIST

JLL (Jones Lang LaSalle) is an international professional firm that specialises in real estate and investment.

- Developed websites and webpages using HTML, CSS and jQuery
- Designed website, landing pages and microsite for events and digital marketing initiatives
- Designed edm and setup email campaign using Eloqua - email marketing automation
- Improved website usability and tracking conversion rates
- Managed digital project requirements for New Zealand (Auckland, Wellington and Christchurch)
- Recommended and provide feedback to improve overall website design and usability
- Cross browser and multiple screen device checking
- Provided solutions for efficient and user-friendly digital platforms
- Provided technical solutions to our websites, digital and email marketing platforms

WORK EXPERIENCE

Sep 2012 — May 2015

JLL Asia Pacific | Singapore

DIGITAL SPECIALIST

JLL (Jones Lang LaSalle) is an international professional firm that specialises in real estate and investment.

- Developed responsive websites and emails newsletter based on the given design and client requirements

- Oversee digital project deliverables, scope, and expectations; covering 16 countries in Asia Pacific region

- Worked with business leaders, global team, regional marketing team and local country marketing leaders to increase brand visibility in digital space

- Gathered project requirements from stakeholders, interpret the project brief, discuss the layout with the team through paper and whiteboard sketches, agree on the design and layout.

- Prepared sketches, diagrams, illustrations and layouts to communicate design concepts

- Designed responsive websites / mobile apps, landing pages, email newsletters and other digital platforms. Ensure that the designs are aligned with company branding guidelines. (Capability in comprehending modern design trends and able to apply them in developing projects)

- Provided design feedback and interface solutions to improve the quality of the company's digital media platforms

- Planned, conceptualised and designed interactive presentations using digital technologies

Mar 2012 — Aug 2012

International SQL Star | Singapore

SOFTWARE CONSULTANT

The employer is a website agency that provides website design and development services. Majority of the clients are cars, banks and Singapore government agencies.

- Managed front-end team in project and tasks deliverables

- Developed web templates and integrate front-end functionalities. Utilising my skills in HTML, CSS and jQuery

- Recommended technical solutions to the design and feature requirements given by the project managers and clients

- Report to senior front-end manager and project manager about the status updates of the tasks of the team

- Cross browser compatibility testing

Jun 2010 — Mar 2012

Words Worth Media Management Pte. Ltd. | Singapore

MULTIMEDIA DESIGNER

Words Worth Media is a graphic design agency that provides graphic design, printing, editorial, website design and web development services.

- Designed and developed websites, landing pages and email newsletters based on the clients' requirements

- Developed websites using technologies like Wordpress, HTML, CSS & jQuery

- Coordinated with art director and UX designer to improve the design and usability of the websites

- Designed static and gif web banner ads

- Created eCard animations using Flash

- Designed print materials like brochures, drew & digitize characters for books and magazine

- Pitched a children's book to be used by Ministry of Community Development, Youth and Sports by sketching and digitising illustrations, as well as designing the book layout.

Jul 2008 — Dec 2008

Boma One Pacific | Philippines

GRAPHIC DESIGNER

Boma One is a digital agency that focuses on providing digital design and web development service for Adobe.

- Successfully designed and launched email newsletter campaigns for Adobe events

- Designed email banners and landing pages

- Designed and developed HTML microsites