

Jeanherline Santiago

Bulacan, Philippines • (63) 929 301 0483 • hello@jeanherline.dev • [Website](#) • [Dev Portfolio](#) • [Design Portfolio](#) • [GitHub](#)

SUMMARY

Results-driven web designer and developer with over 3 years of experience in UI/UX design, full-stack development, mobile app development, SEO optimization, and digital marketing. Proven track record of achieving measurable improvements, including up to a 30% increase in SEO rankings, a 20% reduction in page load times, and a 15% boost in overall site performance. Proficient in diverse technologies and tools, with expertise in delivering user-centered websites and applications. Experienced in project management, client communication, and aligning solutions with business goals.

PROFESSIONAL EXPERIENCE

N-Compass TV

Web Designer / Developer

Colorado, USA
Aug 2024 – Jan 2025

- Independently designed and developed business websites from scratch or redesign, including landing pages and multipage sites, for N-Compass TV dealers and clients. Implemented tailored UI/UX designs that aligned with brand standards and enhanced user experience, utilizing a range of themes and plugins to optimize site performance and security.
- Successfully migrated staging websites to live environments using Siteground Migration Tool or All-in-One Migration Tool, ensuring seamless transitions and minimal downtime.
- Spearheaded Search Engine Optimization (SEO) strategies for all projects, implementing best practices to improve visibility, search rankings, and overall site performance.
- Configured and maintained Google Analytics tags to monitor website traffic and performance, and effectively managed and troubleshooted issues using Google Search Console, including sitemap submissions and link recrawl & removals.
- Efficiently handled multiple website projects simultaneously, coordinating with team members and participating in daily and weekly meetings to define project scopes, identify requirements, and delegate tasks effectively.

LinkT Business Solutions

Digital Marketing Manager / Director

Ontario, CA
Sept 2023 – Jan 2024

- Directed a portfolio of website development projects, strategically implementing themes and plugins to enhance site performance and security measures.
- Designed and optimized UI/UX for a variety of clients, ensuring both visual appeal and functional excellence.
- Managed on-page SEO strategies for multiple website projects, improving organic search visibility and rankings.
- Implemented Google Analytics tracking and resolved issues in Google Search Console to ensure proper tracking and performance insights.
- Led client consultations to gather project specifications, define essential tasks, and establish timelines for efficient execution.
- Oversaw the creation and execution of social media strategies, boosting engagement and enhancing brand presence across digital platforms.
- Produced customized graphic content on request from the CEO to support targeted marketing initiatives and company branding efforts.

WebBlend Global Solutions

Web Developer

Bulacan, PH
June 2022 – Aug 2023

- Designed and developed WordPress websites with themes and plugins to meet client needs.
- Conducted client meetings to clearly define project requirements and establish task timelines.
- Maintained transparent communication with clients and business stakeholders, providing regular updates on website design progress through messaging and video calls.

SKILLS

Technical:

- **UI/UX Design & Testing:** Proficient in website design and testing using **Figma**, creating user-centered designs and ensuring seamless experiences through comprehensive testing.
- **Front-End Development:** Skilled in **HTML5, CSS3/SCSS, JavaScript, jQuery, React JS, Tailwind CSS, and Bootstrap**, allowing me to build responsive, modern, and visually appealing user interfaces.
- **Back-End Development:** Skilled in **PHP and Object-Oriented Programming (Java)**, enabling me to create robust back-end systems and APIs for seamless functionality.
- **Mobile App Development:** Hands-on experience with **Flutter (Dart) and FlutterFlow**, allowing me to develop high-performance cross-platform mobile applications with a native feel.
- **Usability Testing:** Conducted extensive usability testing, gathering and analyzing user feedback to continually improve websites and applications for better user experiences.
- **Databases & Development Tools:** Competent in using **Firebase, MySQL, and Apache** with **XAMPP** for local development, ensuring the proper storage and management of data in various web applications.
- **WordPress Development:** Experienced in creating static and dynamic websites with **Divi, Astra, and Elementor**, and proficient in using **ACF, All in One SEO, Really Simple SSL, WooCommerce, and Shopify**.
- **WordPress Security:** Trained in best practices to defend against brute force attacks, secure installations, plugins, themes, and backend configurations.
- **Web Hosting & Deployment:** Knowledgeable in **DNS**, domain purchasing, hosting, email setup, and website deployment using **SiteGround, GoDaddy, Hostinger**, and SSL certificate installation for security and integrity.
- **Version Control:** Skilled in using **Git, GitHub, and WP Local** for version control to manage coding projects efficiently.
- **Digital Marketing & Analytics:** Experienced with **Google Analytics, Google Search Console, Screaming Frog, Semrush**, and **Google PageSpeed Insights** to track and improve website performance, including adding tags, submitting sitemaps, and disavowing harmful backlinks.
- **On-Page SEO:** Skilled in optimizing HTML elements (title tags, meta descriptions, headers) for better rankings. Experienced with **Semrush, Screaming Frog, Ahrefs**, and adding **Schema markup** for enhanced search visibility.
- **cPanel & File Management:** Proficient in **cPanel**, FTP tools like **Filezilla**, and **phpMyAdmin** for managing MySQL databases and website files.
- **Agile Methodologies:** Experienced in **Agile practices**, focusing on iterative development, collaboration, and adaptability for efficient project delivery.
- **Project Management & Communication:** Proficient in **Monday** and **ClickUp** for task management, and experienced with **Google Chat, Zoom, and Slack** for team communication.
- **Customer Relationship Management:** Proficient in using CRMs such as **Pancake, GoHighLevel, and HubSpot** for comprehensive sales management across social networks and e-commerce platforms, along with **Botcake** for scenario-based auto-replies on Messenger, ZaloOA, Instagram, and WhatsApp.
- **Graphic Design:** Proficient in **Adobe Photoshop, Canva, and Adobe Illustrator**; experienced in logo design, image editing, and creating presentations and documents.
- **Video Editing:** Skilled in **CapCut, KineMaster, PowerDirector, and Wondershare Filmora**.
- **Live Streaming:** Experienced in **OBS Studio** for live streaming and managing live operations.
- **Microsoft Office:** Certified **Word 2016 Specialist**, with proficient skills in **PowerPoint** and **Excel**.
- **Task-based AI Prompting:** Proficient in leveraging AI tools, such as **ChatGPT, Microsoft Co-pilot, and Claude** for efficient and rapid task completion.

Language:

- English (Fluent)
- Filipino (Native)

SKILL RELATED PROJECTS

Barangay Sampaloc Information System HTML, CSS, Javascript, using PHP and MYSQL GitHub Project Link	April, 2023
TaraSabay Carpooling System HTML, CSS, Javascript, using PHP and MYSQL Figma Design GitHub Project Link	May, 2023
Café Allegra, CMS Website HTML, CSS, Javascript, using PHP and MYSQL GitHub Project Link	June, 2023
WebBlend Solutions, Tech Website HTML, CSS, Javascript, using PHP and MYSQL GitHub Project Link	June, 2023
SMDC, Real Estate Websites WordPress Divi Theme, deployed with Hostinger <i>Preview available upon request</i>	July, 2023
Luminous, Beauty Websites WordPress Divi Theme, deployed with Hostinger <i>Preview available upon request</i>	Aug, 2023
CtrlShift Solutions, Tech Website WordPress Astra Theme, deployed with Hostinger <i>Preview available upon request</i>	Nov, 2023
Swer3 Canada, Landing Page Website Wordpress Divi Theme, deployed with GoDaddy Figma Design	Dec, 2023
LegalAid Web & Mobile App FlutterFlow Figma Design	Dec, 2023
IBP ELSA Web App HTML, CSS, React, and Firebase GitHub Project Link	Mar, 2024
IBP ELSA Mobile App Flutter with Dart and Firebase GitHub Project Link	Mar, 2024
Clients, Dealers, and Template Websites WordPress Divi Theme, deployed with Siteground <i>Preview available upon request</i>	Aug, 2024

EDUCATION

National University College, Bachelor of Science in Information Technology Major in Mobile and Web Applications	Baliuag, Bulacan, PH 2021 – Present
Baliuag University Senior High School, Science Technology Engineering and Mathematics (STEM) With High Honors	Baliuag, Bulacan, PH 2019 – 2021

CERTIFICATIONS

Microsoft Office Specialist: Word (Office 2016) Issued by Microsoft Corporation Badge and Certification	Jun 23, 2021
SMART Technopreneurship 101 Issued by TESDA: Technical Education and Skills Development Authority Certificate of Completion	July 9, 2024
Developing Designs for User Experience Issued by TESDA: Technical Education and Skills Development Authority Certificate of Completion	July 16, 2024
SMART Android Mobile Apps Development for Beginners Issued by TESDA: Technical Education and Skills Development Authority Certificate of Completion	July 19, 2024
WordPress Essential Training Issued by LinkedIn Certificate of Completion	July 20, 2024
WordPress: Building a Secure Site Issued by LinkedIn Certificate of Completion	July 24, 2024
Go High-Level: Managing GHL as a whole Issued by Home Based Connect Certificate of Completion	July 29, 2024
Graphic Design Essentials Issued by Canva Certificate of Completion	Aug 3, 2024
WordPress Website with the Divi Theme Issued by Udemy Certificate of Completion	Aug 5, 2024
Illustrator 2024 Essential Training Issued by LinkedIn Certificate of Completion	Jan 5, 2025