# PAUL GARDSON LESONDRA

WEB DEVELOPER +  FRONT-END DEVELOPER

## CONTACT

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## EXPERTISE

- WEB DEVELOPMENT
- DIGITAL MARKETING
- EMAIL MARKETING
- MICROSITES DEVELOPMENT
- WEB DESIGN

## MORE INFO

- 9+ yrs. Experience
- Al Khail Gate,
  Al Quoz Industrial Area 2
- Filipino
- 30
- Married

## CAREER OBJECTIVE

+ A self-motivated and hardworking IT professional with passion in developing high quality and performance web applications bringing 9+ years of knowledge and experience of different web technologies.

+ To obtain a scalable and challenging web developer position where I can utilize my skills, knowledge, creativity and craftsmanship.

+ To deliver the highest and best quality of service at all times

## WORK EXPERIENCE

### </> WEB DEVELOPER
**AL AHLI HOLDING GROUP**
2015 - PRESENT — DUBAI, UAE

+ Develop websites using WordPress, Genesis Theme, Nuxt, VueJS, NodeJS, ReactJS, Gatsby and PHP
+ Develop landing pages with admin dashboard for multiple subsidiaries
+ Introduce and implement Headless-CMS concept in developing websites
+ Convert PSD/JPG designs to Newsletter HTML file
+ Manage Newsletter campaign in MailChimp (Lists, designs, reports, etc.)
+ Manage outsource developers by planning and scheduling requested tasks, assigning tasks to right developer, do follow up, make QA on tasks done and assist developers in need
+ Enhance and manage website performance
+ Continuous learning and deep research for concepts, tools, ideas, and technologies that can bring innovations and enhancement on web apps & digital marketing.

## EDUCATION

**#COLLEGE:**
BS INFORMATION TECHNOLOGY (IT)
MAJOR IN BUSINESS SOFTWARE DEV
MINDANAO STATE UNIVERSITY - IIT

**#SECONDARY:**
ILIGAN CITY EAST HIGH SCHOOL -
REGIONAL SCIENCE

**#ELEMENTARY:**
ILIGAN CITY EAST CENTRAL SCHOOL

## INTEREST/HOBBIES

- ICE SKATING
- ANIME/MANGA
- DOCUMENTARY MOVIES
- BOOKS
- MOBILE LEGENDS
- GAME DEVELOPMENT

# WORK EXPERIENCE

## </> WEB DEVELOPER
2013 - 2015

FIVEBYFIVE
Gold Coast, Australia

+ Develop websites using WordPress and Genesis
+ Create custom WordPress plugins
+ Manage and update site core files and plugins
+ Connect WordPress sites to 3rd Party Technology (ex. PayPal, MailChimp, Social Media, etc.)
+ Research new techniques and technologies to enhance website performance and be able to keep up on new trends and technologies.
+ Create e-commerce website using WooCommerce
+ Create custom plugin for WooCommerce website
+ Create a custom code repo website where commonly used modules/sections of the website (ex. sliders, navigation, footer, etc.) are stored and where the developer can easily retrieve the codes used on modules for faster web development workaround.

## </> WEB DEVELOPER
2012 - 2013

SELF EMPLOYED
Australia, USA, Singapore

+ Develop websites using WordPress and Genesis
+ Create custom WordPress plugins
+ Fixed modules for Magento 1 E-commerce site
+ Work closely with SEO specialists
+ Troubleshoot and fixed websites bugs
+ Design websites, landing pages, & banners
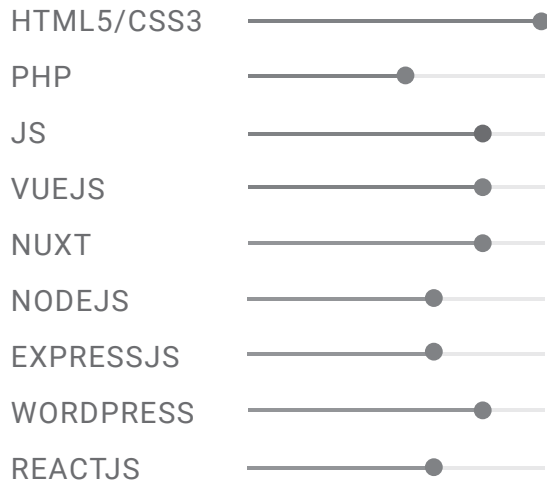
## </> WEB DEVELOPER
2010 - 2012

Syntactics Inc.
Cagayan de Oro, Philippines

+ Assign to a specific client as a dedicated developer
+ Turn PSD Designs to CMS template like Joomla, Drupal and WordPress
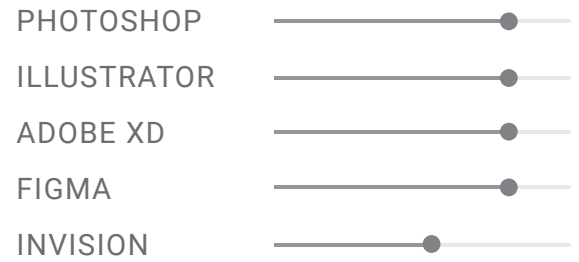+ Troubleshoot websites bugs
+ Create custom WordPress plugins

## TOOLS/FRAMEWORKS/LIBRARIES
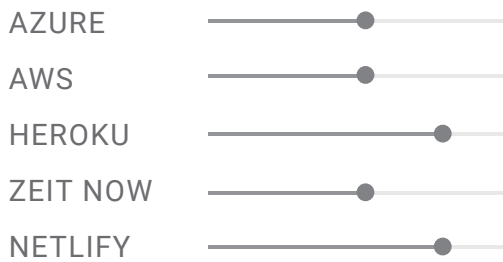
### WEB FRAMEWORKS/LANGUAGE

HTML5/CSS3

PHP

JS

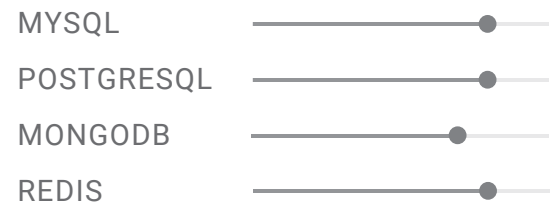VUEJS

NUXT

NODEJS

EXPRESSJS

WORDPRESS

REACTJS

### PAAS (Platform as a Service)

AZURE

AWS

HEROKU

ZEIT NOW

NETLIFY

### WEB DESIGN/PROTYPE TOOLS

PHOTOSHOP

ILLUSTRATOR

ADOBE XD

FIGMA

INVISION

### EMAIL MARKETING TOOLS

MJML

SENDGRID

MAILCHIMP

### DATABASE

MYSQL

POSTGRESQL

MONGODB

REDIS

### OTHER TOOLS

| | | | |
|---|---|---|---|
| CYPRESS.IO | DOCKER | AXIOS | TRAVIS CI |
| VISUAL STUDIO CODE | KUBERNETES | GENESIS WP | GRAPHQL |
| GITKRAKEN | MONGODB COMPASS | ITERM2 | SLACK |
| GIT | LOOPBACK (IBM) | GITHUB | INSOMNIA |
| FIREBASE | POSTMAN | GOOGLE CLOUD | XCODE |
| PAYPAL API | SWIFT | STRIPE | |

## PROJECTS

| | | |
|---|---|---|
| PHASE.AE | ENDEAVOUR VENTURES | NOMAD DUBAI |
| DUBAI OUTLET MALL | DISTRICT08 | EMIRATES-ESF |
| GOLD'S GYM UAE | AAHG-CSR | MYBEAUTYFEST |
| LITTLE MANILA | ASIAPOPCOMICON | YALLA FITNESS |
| 117LIVE | COSPLAY AUTHORITY | UNIVERSAL EVENTS ENT. |