



JAY RHEY LICONG

UI / UX / WEB DEVELOPER

PROFILE

A graduate of BSIT, 28 years of age,
An avid fan of GOOGLE. I am a Web
and UI / UX designer/ Developer
originally from Davao but residing now
in Panabo City.

I am very passionate about my job
And skills that I could work all day and
all night, Where sometimes I couldn't
get some sleep. The thing is why I
really wanted this type of job, It's
because it makes me learn how to
think and it intimidates me a lot.

My goal is to learn more, Even though
I'm good at it but still learn. Working is
also Learning.

CONTACT

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[Currently revising it from React](#)

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HOBBIES

Playing Video Games
Guitar / Music / Singing
Eating

EDUCATION

ACLC Tagum
2012 – 2016

WORK EXPERIENCE

Nories and Balay ni Leonora Front End Developer
March 2016– December 2016 (Project Base - 9 months)
Contract Price: 50,000PHP
Skills: HTMI / CSS / Bootstrap / jQuery / Admin LTE / PHP / MySQL / FTP

During this project, I worked as a Front End Developer for two systems: a Management System and an Online Reservation System. The project was proposed and worked on by three members, including a Backend Developer, Frontend Developer (myself), and a Project Manager. The project was a success.

In my role as a Frontend Developer, my responsibilities included retrieving data from the backend and implementing the UI/UX aspects of the systems. For this project, we utilized the Admin LTE template built with Bootstrap, CSS, and jQuery, which made the UI development relatively straightforward. Additionally, I occasionally debugged PHP codes.

FSTechnologies - Full Stack Web Developer (WordPress)
January 2017– February 2018 (2 months)
Monthly Salary: 10,000 PHP
Skills: HTMI / CSS / Bootstrap / jQuery / WordPress / PHP / MySQL / Adobe Photoshop / FTP

During my time at FSTechnologies as a Full Stack Web Developer, I had the opportunity to learn and work extensively with WordPress. My primary role involved developing APIs, creating custom themes, and building plugins. I utilized PHP, WordPress-specific functions, jQuery, and Bootstrap to implement various features and functionalities. This experience allowed me to deepen my understanding of WordPress development, enhance my skills in PHP programming, and gain proficiency in utilizing popular web development frameworks and libraries.

GNL Construction - IT Staff
March 1, 2018– March 16, 2020 (3 years)
Monthly Salary: 15,000 PHP
Location: Alabang, Muntinlupa, NCR , Philippines.
Skills: HTMI / CSS / Bootstrap / Materializecss / jQuery / GoogleApp Script / Google Sheets / GSuite /Admin LTE / PHP / MySQL /Adobe Photoshop / FTP / CPANEL

During my tenure at GNL Construction, I served as a Web Developer and Graphics Designer, where one of my significant accomplishments was developing a customized Inventory System specifically tailored to their construction operations. This system was designed to streamline their inventory management processes and enhance efficiency within their construction projects.

Using technologies such as ADMIN LTE Bootstrap, jQuery AJAX, PHP, and cPanel, I successfully created a robust and user-friendly system that allowed GNL Construction to track and monitor their inventory,

ensuring they had the necessary materials and supplies for their projects. The system facilitated seamless coordination and optimized resource utilization, contributing to smoother construction operations.

However, while the system was functional during my time with GNL Construction, it is currently not active. After my departure, At that time, I was also engaged with other commitments, including my full-time position at NaXum, which required my full loyalty and dedication.

As a UX Designer, I had concerns about the system's ability to incorporate real-time features in project management, especially considering the limited phone signal and internet connectivity at many job sites. The construction sites often required their own communication infrastructure, which made it challenging to implement real-time functionalities. While advancements like Starlink have improved internet accessibility, it may still pose challenges for remote areas.

Despite the system's current status, I am proud of my contributions in developing and maintaining it during my time at GNL Construction. The experience allowed me to enhance my skills in system development, user experience design, and project management. I remain open to future opportunities to utilize my expertise in creating innovative solutions for construction and other industries.

NaXum Online Marketing Service LLC – UX Designer

May 2021 – Dec 2021 (6 Months)

Month Salary: 39,577PHP

Location: Remote - Davao City, Philippines.

Skills: HTML / CSS / Bootstrap / JavaScript / jQuery / WordPress / Open Cart / PHP MVC / MySQL / REST API / GIT /FTP

During my time at NaXum Online Marketing Service LLC as a UX Designer, I was responsible for transforming mockups into fully functional web pages. Working closely with the design team, I ensured that the user interface designs were translated accurately and effectively into engaging and intuitive web experiences.

In addition to the design implementation, I also had experience developing various functionalities using PHP MVC OPEN CART, jQuery AJAX, and other relevant technologies. This allowed me to create dynamic and interactive elements on the websites, such as e-commerce features, form validations, and other custom functionalities.

For the design process, I primarily relied on the traditional Bootstrap Framework, Figma, and Adobe Photoshop. These tools enabled me to create visually appealing and user-friendly layouts that aligned with the clients' branding and design guidelines.

At NaXum Online Marketing Service LLC, our projects were primarily focused on E-commerce, Multilevel Marketing, and Corporate Sites. These projects required a strong understanding of user experience principles, responsive design techniques, and effective information architecture. By leveraging my skills and knowledge in UX design, I contributed to the development of websites that provided seamless user experiences and helped drive business growth for our clients.

In summary, my role as a UX Designer at NaXum Online Marketing Service LLC involved translating mockups into functional web pages

while also implementing various functionalities using PHP MVC OPEN CART, jQuery AJAX, and other relevant technologies. I utilized tools such as Bootstrap, Figma, and Adobe Photoshop to create visually appealing and user-friendly designs. Our projects focused on E-commerce, Multilevel Marketing, Corporate Sites, and Form Validations, emphasizing the importance of user experience and effective design in achieving business objectives.

Boske Motorsports (AU BASE) – Web Developer / WordPress
November 2021 – January 2022 Morning (1 Month)

Monthly Salary: 35,000PHP

Location: Remote – 16 Josephine St. Loganholme, Queensland 4129, AU

Skills: HTML / CSS / WordPress / Elementor / CPANEL / Adobe Photoshop

During my time at Boske Motorsports, my role as a web developer was focused on creating an e-commerce site using WordPress and specifically utilizing the WooCommerce plugin. I was responsible for developing a custom theme and customizing various plugins to meet the specific needs of the project.

However, I made the decision to move on from the company due to personal preferences and not wanting to continue working in their setup.

Skidax - Full Stack / WHMCS

April 2022 – April 2023 - Full Time Morning (8AM to 5PM) (1 Year)

Monthly Salary: 22,000PHP

Location: Remote – Metro Manila, Philippines

Skills: HTML / CSS / jQuery / Materializecss / W3-CSS / PHP WHMCS / WHMCS / WordPress / REST API / Paymongo / CPANEL / Composer / Postman

During my time at Skidax, I worked as a full-stack developer and was responsible for creating a hosting site. For the front-end development, I utilized W3-css as my CSS framework to design and style the user interface, ensuring a visually appealing and responsive website.

To manage the content and functionality of the site, I used WHMCS as the content management system (CMS). I created custom templates using jQuery and PHP, allowing for dynamic and interactive features on the website. These templates helped enhance user experience and streamline various processes such as account management, order placement, and service configuration.

One crucial aspect of the hosting site was payment integration. I implemented Paymongo API using PHP and jQuery to enable seamless payment transactions. This integration provided customers with secure and convenient payment options, enhancing the overall user experience.

In addition to web development, I also handled administration tasks related to server management. This included managing cPanel, which are control panel software for hosting accounts, as well as WHMCS administration. I also worked with my20i.com to set up DNS (Domain Name System) and FTP (File Transfer Protocol) configurations, ensuring smooth website operations and efficient file transfers.

**DD Express (Under Remote Philippines, Canada base) - Front End
Sept 2022 – April 2023 Part Time Evening (10PM to 2AM) (8 Months)
Monthly Salary: 30,000PHP**

Location: Remote - Vancouver, British Columbia, Canada

**Skills: Adobe Photoshop / Adobe XD / HTML / CSS / Bootstrap / W3-CSS /
WordPress / Shopify / Unify / jQuery / CPANEL / FTP**

During my time at DD Express, I worked as a front-end developer, focusing on creating web pages for E-Commerce using various technologies and tools such as Bootstrap, HTML, CSS, Unify, WordPress, Shopify, and Photoshop. The goal was to create responsive web pages that were tailored to the needs of E-Commerce businesses.

Since there was a template available, the process was not overly complicated. My main tasks involved customizing the themes and images, including banners and logos, to align with the specific requirements of each website. This allowed for efficient and effective website development, as the template served as a foundation for the design and functionality.

In addition to working with WordPress, I also had the opportunity to create custom templates using W3-CSS for a Shopify website. This involved implementing unique designs and styles to enhance the visual appeal and user experience of the website.

Apart from website development, I also had responsibilities related to setting up DNS configurations in cPanel using Namecheap. This involved managing domain settings and ensuring proper domain name resolution for the websites.

Overall, my role at DD Express included creating web pages using Bootstrap, HTML, CSS, Unify, WordPress, Shopify, and Photoshop, with a focus on E-Commerce. I worked with templates to streamline the development process, making necessary changes to themes and images. Additionally, I gained experience in Shopify by creating custom templates using W3-CSS for a specific website. Furthermore, I handled DNS setup in cPanel using Namecheap.

Active Sites done:

<https://thegrandwinner.com/UrbanPets/UrbanPets/>
<https://thegrandwinner.com/Alamos/alamos/>
<https://thegrandwinner.com/Bloom/bloom/>
<https://thegrandwinner.com/TouchAndCare/touch/>
<https://thegrandwinner.com/craft/craft/>

I forgot some.

Personal Projects

These are some of the projects I have been working on during my free time as a way to explore and learn new technologies. Some of them were inspired by assessments from companies I applied to but unfortunately did not get selected for. Additionally, I pursued these projects as hobbies, with the assumption that there may be potential buyers interested in them.

Chat App MERN STACK – 3 Weeks (Assessment – Failed)

Link: <https://www.youtube.com/watch?v=d34LyOlftGc>

This project was an assessment from a company. The app was built using the MERN stack, which includes React, Express, MongoDB, and Node. However, despite completing the project, it did not meet the requirements to pass the assessment.

WooCommerce / WordPress Site – 1 Week (Personal Project)

Link: <https://dev-daintycafe.pantheonsite.io/>

Currently, this project is still a work in progress and does not have any specific mock-ups. I have utilized built-in themes as a starting point, but I have also incorporated my own custom layout designs. Interestingly, I have a potential client who has expressed interest in purchasing this site in the near future.

Personal Portfolio (React, Laravel, MySQL) (Personal Project)

Link: <https://www.youtube.com/watch?v=Fi43Hqxcwel>

I am planning to update my personal portfolio since the current version is outdated. The objective of this update is to modernize it by utilizing technologies such as React, Laravel, and MySQL (MariaDB). Additionally, I have designed a new logo and created mockups using Photoshop and Adobe XD to enhance the visual presentation.

SKILLS

- HTML
- CSS
- Bootstrap / W3-css / Materializecss
- JS / jQuery / Entry Level MERN (No Real Project Experience)
- PHP / REST API / MySQL
- Wordpress / Basic Elementor / PHP Wordpress (Entry level) / Shopify (Entry Level)
- Google App Script (Entry level)
- WHMCS (Mid Level)
- Unify CMS (Entry Level)
- Adobe PS / XD