

# LENDL ALLEN V. TRAZO

## Currently a Senior Frontend Web Developer

but previously worked as an IT Manager, Creative Director, Web UI/UX Designer, Graphic/Print Designer, Web Administrator and Support.

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## SUMMARY

Confident working alone or in a team with a can do attitude, I am an internationally experienced print and web designer/developer who has been working in the industry since 2006. I have experienced working as the lowest ranked employee to running an entire department, working with people from different cultures and nationalities both online and on-site. A natural born leader, I thrive in chaos and can adapt to any situation I am put into. I can lead a dysfunctional team to achieve great things by capitalizing on each members strengths.

## EXPERIENCE

### Senior Frontend Web Developer

🏢 Chillybin    🌐 Singapore / Brisbane    ⌚ Work from home / Fulltime    📅 July 2016 - present

🔗 <https://chillybin.co/>

Design and develop custom responsive websites with Wordpress. Responsibilities include QA work done by Junior Developers, designing websites, logos, troubleshooting, content updates and adding features to existing websites, plugin updates and integrations and/or customisations. I am also involved in the screening and recruitment process for Wordpress Developers to potentially join our existing and close-knit team.

### Creative Director/IT Manager

🏢 Academic Forward Thinking Inc.    🌐 Cebu, Philippines    ⌚ Fulltime    📅 August 2009 – September 2019

🔗 <https://afti.ph/> (offline)

In-charge of managing 5 of the companies websites. Responsibilities include but not limited to overseeing the troubleshooting, upgrading, maintenance and development of the website administration systems, website design and back-end development. Lead a team of 6 Developers with a wide range of programming skills and knowledge, 3 Web Designers and 2 QA's. Technologies used include Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver) for designing, C# .NET, Classic ASP, Javascript, JQuery, Wordpress, Joomla, PHP for programming and third party API's such as Mandrill, Google and Bing. I was also greatly involved in the IT hiring process.

Key Achievements:

- Initiated the upgrade of the office IT infrastructure to a more effective set-up.
- Redesigned the company's 5 websites.
- Lead the development team in upgrading and in improving the company's custom .NET back-end system from the ground up to be more user friendly and effective in handling client / agent interaction.
- Lead the software development team in creating a custom plagiarism detection software.
- Spearheaded the web redesign and development of another company website to be mobile friendly and with a custom back-end to handle transactions.

### Webudvikler

🏢 Computerpeople    🌐 Valby, Denmark    ⌚ Work from home / Fulltime    📅 April 2010 – July 2016

🔗 <https://computerpeople.dk/>

Design and develop custom responsive websites with Wordpress using the Genesis Framework as well as using Computerpeople's custom CMS. Responsibilities include, designing websites, logos, bug fixing, converting existing customer websites to responsive, guiding new hires on how to use the custom CMS and communicating with other service providers, specifically web developers for overflow tasks.

## Web Designer

 SCM Marketing Solutions  Wisconsin, USA  Work from home / Fulltime  January 2014 – September 2015

 <https://scmmarkets.com/>

In-charge of designing and developing responsive websites using Wordpress, Logo Designs, Mailchimp Integration and other web design related tasks.

Key Achievements:

- Helped the company transition from using SiteKreator to Wordpress and built a portfolio of at least 50 responsive Wordpress websites from date of employment.
- Introduced the project management and collaboration tool Basecamp to streamline tasks.
- As the only web designer/developer, I helped the company evolve from primarily being a print marketing company to becoming a digital company.

## Consultant – Technology Practice

 AJ Management Consulting  Dubai, UAE  Fulltime  November 2008 – June 2009


 <https://ajconsultingcloud.com/>

Working for an ADOBE SILVER PARTNER company, I was in-charge of doing all things related to graphic design, web design, photography as well as videos.

Key Achievements:

- Created a video infomercial for a Vintage Musical Instruments Gallery based in Dubai Marina using Adobe Premiere, Adobe After Effects, Adobe Photoshop, Adobe Illustrator and Final Cut.
- Designed a demo Rich Internet Application that was implemented in Adobe Flex for Dubai Internet City. The application was designed to do tasks like handling the application of business permits.
- Designed a Rich Internet Application called Allied Lighthouse for an American Multi-million Dollar International Events Management Company.

## Web/Graphic Designer

 BERN Properties  Dubai, UAE  Fulltime  March 2008 – November 2008

 <https://bern.ae/> (offline)

In charge of maintaining company website as well as overseeing all IT and design related tasks in the company such as the creation of the bi-weekly real estate ads that are published in leading newspapers in the UAE. I also communicated with external publishing houses, advertisers, news agencies and various suppliers.

Key Achievements:

- Implemented a system/process using Adobe LiveCycle wherein Real Estate Agents will be able to create their own property advertisement that will produce a PDF file and a web page with no programming knowledge.
- Trained Real Estate Agents on how to utilize the PDF form so they can create downloadable PDF's containing property information.
- Lead the creation/implementation of the company's custom website back-end real estate management system.

## Web/Graphic Designer

 Green-fin Solutions  Dubai, UAE  Fulltime  June 2007 – March 2008

 <https://green-fin.ae/> (offline)

Produced designs for websites and print collateral. Was involved in the QA of printed materials that I designed such as tarpaulins, brochures, magazines, postcards, print ads etc. I was also in-charge of creating storyboards for flash animations that are used on websites as well as intro videos for clients.

## Web/Graphic Design Specialist

 Xlibris Philippines

 Cebu, Philippines

 Fulltime

 July 2006 – June 2007

 <https://www.xlibris.com/>

In charge of maintaining and updating the company website as well as do design solutions for marketing and recruitment. Responsibilities include the creation of HTML Mailers, Jobs Ads that were published in a leading local newspaper, creation of postcards, newsletters, tarpaulins and other printed materials used for marketing.

## Graphic Artist

 88<sup>th</sup> Floor Gifts Inc.

 Lapu-Lapu, Philippines

 Fulltime

 January 2004 – July 2006

 <https://visionsawards.com/>

Creates designs for awards and certificates.

Key Achievements:

- Created a series of templates containing instructions and guides for different processes like laser etching, sand blasting, silkscreen and metal etching that were used in creating a piece of award, plaque, or certificate. These templates were used by the company's production houses in the Philippines, China and the US.
- Perfect Attendance Awardee, never been late or absent for the full 2 years I've worked for the company.

## REFERENCES

**Shaan Nicol** (*current employer*)

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More recommendations / testimonials can be found on my LinkedIn Account  
(<https://www.linkedin.com/in/lendlallenvtrazo/details/recommendations/>)