



# Christine Joy Silva

Web Developer & UI/UX Designer

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## CONTACT

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## PROFILE

Front-End Web Developer with 8 years of experience building responsive and user-focused websites and web applications. Skilled in HTML, CSS, JavaScript, Bootstrap, WordPress (Avada, ACF, WooCommerce), and Shopify development. Experienced in creating functional and visually clean interfaces using Figma, with hands-on knowledge of integrating secure payment gateways such as PayMongo, Paynatics, Maya Business, and PayPal.

## EDUCATION

### Quezon City University (QCU) - San Bartolome

2014 — 2018

BS in Information Technology  
Major in Infrastructure

## EXPERIENCE

### WordPress Developer

Oct 2025 — Nov 2025

The Brand Moms

- Revamped client website with a modern, mobile-friendly design
- Set up contact forms with Google reCAPTCHA and SMTP configuration
- Integrated Google Maps for easy location access
- Connected Google Analytics, Facebook Pixel, and Google Tag Manager for tracking and analytics
- Provided domain and hosting setup assistance

### UI/UX & Software Designer (Freelance)

Sept 2024 — May 2025

Various Clients (Veryfyd, MoneyMart Philippines, FYDesigns)

- Designed a responsive, cross-platform interface (web, tablet, and mobile) for a social media app featuring a marketplace, flight booking, and light/dark mode using Figma
- Created web layout mockups for a financial services website offering credit cards, personal loans, and business loans using Figma
- Converted client UI designs into responsive, fully functional WordPress websites

## SKILLS

- HTML
- CSS
- JavaScript
- Bootstrap
- WordPress
- Shopify
- Figma

## LANGUAGES

- Filipino
- English

## CERTIFICATIONS

- Front-End Web Development with React
- Google Ads Search Certification
- Google Shopping Ads Certification
- Visual Graphic Design NC III

### Web Developer (Full-time)

May 2018 — Jun 2024

Springboard Philippines

- Created high-fidelity mockups with Figma for various applications, including e-commerce desktop and mobile versions, and other mobile apps.
- Developed informational and catalog websites using the Avada theme in WordPress, focusing on user-friendly designs and ensuring desktop and mobile responsiveness for an enhanced user experience.
- Set up fully operational e-commerce websites using Shopify with paid themes, including installing plugins and occasionally customizing themes by injecting HTML, CSS, or JavaScript for specific display and functionality needs.
- Developed and coded front-end designs for custom websites using Bootstrap, Tailwind CSS, HTML, CSS, JavaScript, CodeIgniter, and Laravel.
- Managed domain and hosting services with providers such as GoDaddy and Bluehost, ensuring smooth website operations and maintenance.
- Installed and configured Google Analytics for client websites to track performance and gained basic experience in SEO, including on-page optimization and keyword research.
- Collaborated with team developers and graphic designers on projects of all sizes, from small to large.

### WordPress Developer (Freelance)

Feb 2024 — Apr 2024

Philippe Gadgets & Accessories, Inc.

- Custom website design for Philippe Gadgets & Accessories
- Seamless integration of style and functionality
- Product-focused layouts to highlight cutting-edge gadgets and accessories
- Engaging and visually appealing user experience

### Shopify Developer (Freelance)

Feb 2022 — Mar 2022

Euroo Global

- Website revamp and transition to Shopify
- Modern and clean layout design
- Store locator integration for easy branch access
- Paynatics integration as the payment method
- User-friendly features for a smooth shopping experience

### Web Developer (Freelance)

April 2019 — May 2019

Lyceum of the Philippines University — Batangas City

- Custom website design tailored for graduating students
- Secure user registration system to collect and manage student information
- Fully mobile-responsive design across all devices
- User-friendly interface for easy navigation
- Strong security measures to protect sensitive data