# KENNY ROY L. DESEAR

WEB DESIGNER/DEVELOPER
& GRAPHIC DESIGNER

Pasay City, 1300

+63 917 906 1680

kennyroydesear@gmail.com

www.its-mundane.com
www.behance.net/royloren


## LANGUAGES

English ●●●●●●●●○○
Filipino ●●●●●●●●●●

## STRENGTHS

Communication
Critical Thinking
Planning

## SKILLS

Photoshop ●●●●●●●●○○
Illustrator ●●●●●●●○○○
InDesign ●●●●●●●○○○
Fireworks ●●●●●●●●●○
HTML5 ●●●●●●●●○○
PHP ●●●●●●●○○○
JavaScript ●●●●●●●○○○
JQuery ●●●●●●●●○○
Wordpress ●●●●●●●○○○
Domain ●●●●●●●●○○
CSS3 ●●●●●●●●○○
Bootstrap ●●●●●●●●○○
Figma ●●●●●●●●●○
Canva ●●●●●●●●○○
Sketch ●●●●●●●●○○

## WORK EXPERIENCE

June 27, 2022 - Present
**Part-time Web Designer/Developer - Meliora Blu**

- Designs and construct dynamic hotel websites using Duda, ensuring an aesthetic appeal and functionality to enhance the online presence of hospitality businesses.
- Performs routine website maintenance tasks to guarantee optimal performance and user experience.

May 16, 2020 - Present
**Freelance Web and Graphic Designer**

- Gives logos and brands a polished makeover, bringing them in line with the latest trends and market vibes.
- Creates sleek website prototypes using WordPress, making sure they're not just user-friendly but also easy on the eyes.

July 1, 2021 - September 6, 2023
**Web Designer/Developer and Wordpress Developer - BruntWork Pty LTD**

- Fixed issues and create visually appealing sites that feature user-friendly design and clear navigation.
- Developed high quality websites using different platforms such as Wordpress (Elementor, Divi, WPBakery), Squarespace, Wix, etc.
- Designed, coded, SEO optimized, and modified websites from layout to function according to the client's specifications.
- Successfully managed direct client communication with a diverse international clients, including individuals and businesses from the UK, US, and predominantly Australia.
- Designed high-quality websites using advanced graphic design tools such as Photoshop, Illustrator and Canva, as well as collaborative design platforms like Figma.
- Served as second-in-command for 1 year and 6 months. Manages the web development team of 10 members when the lead developer is busy or not present.

February 11, 2021 - May 18, 2021
**Web Designer and Developer - Mediboost**

- Produced high quality Google and Facebook Ads (Landing Pages) using Unbounce for dental and medical clinics based on Australia.
- Performed A/B testing to find which variation performs better for a given conversion goal.
- Conducted research (2-3 times weekly) on how to make landing pages more effective and converting.

April 1, 2016 - May 15, 2020
**Designer Senior Associate/UI Designer - DirectWithHotels Philippines Limited**

- Immersed and developed relationship to hotel partners via accountability and annual sales with assigned hotels along with the coaches.
- Modified custom themes, templates, security and plugin development/integration.
- Followed code standards (both WordPress and in general).
- Provided design and development consultation to the business (DWH and Websites) to solve issues, created value, maximized growth and improved business performance on a location centric strategy.
- Served as the pioneer and lead Web Designer/Developer for the PH2 (Philippine) cluster. Managed three web designers/developers within the team.

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Canva ●●●●●●●●○○
Sketch ●●●●●●●●○○

## WORK EXPERIENCE

January 6, 2014 - March 31, 2016
**Designer Associate - DirectWithHotels Philippines Limited**

- Developed and delivered high quality design for websites and landing pages.
- Collaborated with copy associates during the branding conceptualization of hotel websites.
- Contributed to the continuous improvement of web development processes by pointing out bugs and errors in the tools used by the web designers.
- Supported the Unit and Team's goals and achieved individual goals and metrics.

July 15, 2013 - October 15, 2013
**Junior Web Designer - Glocorp IT Solutions**

- Created digital and print designs.
- Developed creative ideas, concepts and art direction for websites and digital campaigns on web and mobile.
- Created office-related designs such as IDs, brochures, and other printed materials.

## EDUCATION

**Bachelor of Science in Computer Science**
Centro Escolar University Makati
2009 - 2013

## REFERENCES

**Ivy Rose Uy**
Marketing and Relationship Manager - Meliorablu Inc.
Phone: +63 977 705 2852
Email: ivyrose.uy@meliorablu.com

**Pauline Castillo**
Publications Director - Baden Bower
Phone: +63 917 571 1418
Email: pau.castillo@badenbower.com

**Jed-Marc Nocum**
Senior Shopify Developer - BruntWork
Phone: +63 916 283 5655
Email: jedmarcnocum@outlook.com

Additional character references will be provided upon request.