ROWEN JANE DE LEON

WordPress Developer | Web Designer | Front-End Developer

Bulacan, Philippines | +63 912 698 4245 | rowenjane.dl@gmail.com | https://byrio.online/

PROFESSIONAL SUMMARY

WordPress Developer and Web Designer with over 2 years of professional experience building responsive, SEO-friendly websites using WordPress, Elementor, Figma, HTML, CSS, and JavaScript. Experienced in translating wireframes and Figma designs into functional client websites for a US-based digital agency and travel-focused brands. Skilled in on-page SEO with Yoast SEO, responsive and cross-browser testing, QA issue resolution, and collaboration with branding teams to maintain consistent brand identity.

CORE SKILLS

CMS & Page Builders: WordPress, Elementor, Divi, Webflow, Shopify (front-end maintenance)

Front-End Development: HTML, CSS, JavaScript, Responsive Web Design, Cross-Browser Testing, Landing Page Development

SEO & Optimization: On-Page SEO, Yoast SEO, Search Visibility, Page Indexing, Website Copywriting

Design Tools: Figma, Canva, CapCut, Wireframe-to-Layout Conversion, UI Design, Brand Consistency

AI Tools: ChatGPT, Claude (design inspiration, content ideation, website copywriting)

Professional Skills: QA Testing, Website Maintenance, Reusable Templates, Client Collaboration, Technical Support

WORK EXPERIENCE

WordPress Developer (Freelance)
October 2025 – August 2026

US-Based Digital Agency

- Designed web page layouts in Figma and converted existing design themes into functional, user-friendly WordPress websites.
- Built and customized Elementor pages, tailoring layouts and UI components to meet client requirements.
- Wrote custom HTML, CSS, and JavaScript to enhance website styling, add interactive design elements, and improve user experience.
- Applied on-page SEO strategies using Yoast SEO to improve search visibility and support proper page indexing.
- Reviewed and implemented QA feedback to resolve reported issues and improve website quality.
- Coordinated with the branding team on logo assets and brand kits to maintain visual consistency across client websites.

Web Designer
March 2025 – September 2025

Outsourced Quality Assured Services Inc.

- Designed and developed travel-focused websites using WordPress and Elementor, translating wireframes into functional page layouts aligned with client requirements and brand identity.
- Built and customized pages in the Elementor editor using existing widgets and layout elements to create consistent, user-friendly website experiences.
- Researched web design references and used AI tools, including ChatGPT and Claude, with predefined prompts for design inspiration, content ideation, and website copywriting.
- Implemented on-page SEO practices using Yoast SEO to improve page structure, search visibility, and indexing.
- Tested website responsiveness across desktop, tablet, and mobile devices, identifying layout inconsistencies and refining page presentation.

WordPress Developer **September 2024 – February 2025**
All I Need IT Solutions

- Built landing pages and updated website content using WordPress and Elementor.
- Applied foundational SEO practices to improve page structure, indexing, and search visibility.
- Maintained consistent layouts and brand standards across website updates using reusable templates.

Front-End Developer **October 2023 – May 2024**
iPhiTech IT and Digital Solutions

- Developed and updated website pages using WordPress page builders, including Elementor and Divi.
- Applied custom HTML and CSS to refine UI styling, resolve layout issues, and improve website presentation.
- Performed responsive and cross-browser testing to verify layout consistency and usability across different screen sizes and browsers.
- Maintained Shopify storefronts through routine front-end updates and basic technical support.

Technical Support Intern **February 2023 – May 2023**
Concentrix UPA TechnoHub

- Troubleshot hardware and software issues, reimaged system units, and deployed software applications.
- Configured workstation production units and provided technical support to call center agents.
- Applied basic networking principles, including VLAN setup and port configuration.
- Installed physical hardware and organized structured cabling across production floors.

FEATURED WEBSITE PROJECTS

Travel websites designed and built with WordPress and Elementor:

- **Seaside Sisters, LLC** | https://seasidesistersllc.com/
- **Paging Paradise Travel** | https://pagingparadisetravel.com/
- **Pinpoints Travel** | https://pinpointstravel.com/

EDUCATION

Bachelor of Science in Information Technology **2019 – 2023**
Bulacan Agricultural State College

TVL – Information and Communication Technology **2017 – 2019**
San Miguel National High School