

Contact

kat.hervera@gmail.com

www.linkedin.com/in/kathervera
(LinkedIn)
knhwebtech.com (Portfolio)

Top Skills

JavaScript
PHP
CodeIgniter

Languages

English (Professional Working)
Japanese (Elementary)
Filipino (Native or Bilingual)

Certifications

Digital Sales Assesment
Website Development

Kathreen Rowen Hervera-Arbiz

Technical Designer at DeepData & Web Developer / Marketing Admin at YanRye Media
Region IVA - Calabarzon, Philippines

Summary

At this moment, I only accept short-term projects, can be done remotely. Thank you for taking the time browsing my portfolio.

Experience

DeepData

Technical Designer
March 2018 - Present
Work At Home

Create designs, concepts, and sample layouts (wireframes) based on knowledge of layout principles and esthetic design concepts
Work closely with Designers, QA and Engineering to implement new and improve upon existing
Work with usability researchers to establish critical goals or other key performance indicators (KPIs) and aide Customer in achieving those goals
Advocate customer needs/issues cross-departmentally – especially via Engineering and Product
Implement refined designs to improve the UX of the product
Program manage feature/customer escalations and support issues
Obtains approval of concept by Product Team and VP of Product for approval
Maintains technical knowledge by attending design workshops; reviewing professional publications; participating in professional societies.

YanRye Media Inc.

Web Developer / Marketing Admin
January 2018 - Present
Work From Home

Managing and Creating Analytical Tools.
Reporting Efficiently to Management.
Creating and Optimizing Websites and Product Pages.
Scheduling Marketing Session with Clients.
Managing Social Media Ad Accounts.

Entering Data and Organizing Information through Spreadsheets and various Software.

Managing Social Media Accounts.

Editing Landing Pages.

Preparing Marketing Campaigns through Computer Programs.

An ambassador for the company.

Other Duties Assigned.

KMH Web and Tech Solutions

Senior Developer/Designer and SEO Specialist

October 2014 - January 2018 (3 years 4 months)

-supervising and leading the Development, Design and SEO team to achieve success in every assigned project.

-building the structure and framework to be used in every project.

-providing insights, creative ideas and technical training to the team regarding the concerns and issues they encounter related to the project.

-follow up concerns of the clients regarding technical stuffs providing them basic training if necessary.

-expertise HTML5, CSS3, PHP, MySQL, JavaScript, jquery, bootstrap, greensock, Wordpress, Joomla, Ruby on rails, Google Analytics, Photoshop... etc...

InfoTAB Institute

Part-Time Instructor

February 2016 - April 2017 (1 year 3 months)

Being a fun and engaging instructor for one of our various courses

Teaching a total of 18 hours (60+ students) per week

Helping trainees with any problems or questions

Content writing for new courses

Create one article per month on a chosen topic to be published on the site

Help improve the course content continually

Language Taught

HTML CSS

JavaScript

WordPress

The Global Filipino Investors

Digital Marketing Consultant

January 2016 - April 2016 (4 months)

NCR - National Capital Region, Philippines

Work with the marketing team on all campaigns and initiatives Facilitate Search Engine Marketing and Paid Online Ads Handle digital assets of the company

Facilitate Social Media posts

Perform tech-related tasks for marketing and promotions Generat sales information analysis

Webtactix

Web Developer

November 2013 - May 2014 (7 months)

Quezon City

- Work closely with Project Managers and other members of the Development Team to both develop detailed specification documents with clear project deliverables and timelines, and to ensure timely completion of deliverables.
- Produce project estimates during sales process, including expertise required, total number of people required, total number of development hours required, etc.
- Attend client meetings during the sales process and during development.
- Work with clients and Project Managers to build and refine graphic designs for websites. Must have strong skills in Photoshop, Fireworks, or equivalent application(s).
- Convert raw images and layouts from a graphic designer into CSS/XHTML themes.
- Determine appropriate architecture, and other technical solutions, and make relevant recommendations to clients.
- Communicate to the Project Manager with efficiency and accuracy any progress and/or delays. Engage in outside-the-box thinking to provide high value-of-service to clients.
- Alert colleagues to emerging technologies or applications and the opportunities to integrate them into operations and activities.
- Be actively involved in and contribute regularly to the development community of the CMS of your choice.
- Develop innovative, reusable Web-based tools for activism and community building.

LGU- Alabat

Web Developer/Design, System Analyst

June 2013 - October 2013 (5 months)

- Work closely with Project Managers and other members of the Development Team to both develop detailed specification documents with clear project deliverables and timelines, and to ensure timely completion of deliverables.
- Produce project estimates during sales process, including expertise required, total number of people required, total number of development hours required, etc.
- Attend client meetings during the sales process and during development.
- Work with clients and Project Managers to build and refine graphic designs for websites. Must have strong skills in Photoshop, Fireworks, or equivalent application(s).
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- identifying the client organisation's needs
- drawing up plans for a modified or replacement IT system
- carrying out feasibility studies of proposals and making recommendations
- working closely with programmers and software developers to build the system
- overseeing installation and testing correcting problems ('bugs') before the final version is released
- providing staff training and instruction manuals for the new or upgraded system.

St Lukes Global
 Computerized Maintenance Management System
 May 2012 - June 2012 (2 months)

Overlooking database design, reporting bugs and appropriate fixes.
 Training and managing junior staff in your team
 Testing new database and data handling systems

Monitoring database efficiency
Designing and preparing reports for management
Developing protocols for data processing
Training colleagues in how to input and extract data

Education

Information to all business technology Institute
Certification, Web Developer/Design/Animation, SEO · (2013 - 2013)

Southern Luzon
Nursing · (2009 - 2012)