LESTER JOHN PULANCO
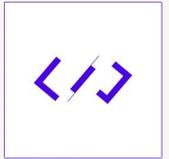
WEB/SOFTWARE DEVELOPMENT • CREATIVE DESIGN (UI/UX/GRAPHICS)

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PROFILE

I create functional and visually appealing digital solutions through web and software development, paired with thoughtful design. My goal is to build experiences that are intuitive, efficient, and aligned with each client's vision and business goals.

EDUCATION

BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

Columban College, Inc. - Olongapo City

2014-2018

SKILL SET

CORE DEVELOPMENT (Technical Expertise)

Programming Languages & DB:
JavaScript (ES6+, jQuery), HTML5, CSS3, SASS/LESS, PHP, MySQL

Frameworks & Libraries:
React JS, Vue JS, CodeIgniter, GSAP Animation

CMS & E-commerce:
WordPress (Custom Themes/Plugins), Shopify, Squarespace

Developer Tools & Practices:
Git/Version Control, RESTful API Integration, Frontend Architecture, Webpack/NPM

DESIGN & UI/UX (Creative Expertise)

UI/UX:
Prototyping & Wireframing, User Research, Responsive UI Design, Interaction Design, Mockup Design

Graphic Design:
Digital Marketing Assets, Logo & Branding, Vector Art, Production Design

Design Tools:
Figma, Photoshop, Illustrator, Adobe Premiere (Basic Video Editing)

CHARACTER REFERENCE(s)

BRYAN CO
PH: General Manager | COMBO INTERACTIVE
SEA: Head of Game Publishing Team | COMBO INTERACTIVE
bryan.co@combo-interactive.com

CHRIS GAERLAN
Branded Sites Team Lead | YLOPO LLC.
gaerlanchris@gmail.com

ARIANNE LENR ANASTACIO
Web Designer | APEX BRANDS
aariannelenr@gmail.com

EXPERIENCES

FREELANCE DESIGNER | Combo Interactive

Freelance / Project-based 2025

- Creating promotional graphic materials such as key visuals, social media posts, marketing campaigns, and merchandise designs for Cabal PC and Mobile.
- Worked with the Business Development and Marketing teams on a project basis to support their promotional campaigns.

FRONT-END DEVELOPER | YLOPO LLC.

Full-time / Remote Work 2022 - 2025

- Contributed as a Frontend Developer, driving the transformation of tailored UI/UXdesigns from Figma, into distinctive custom Squarespace builds.
- Collaborated with the team in editing and maintaining client websites, collectively ensuring a consistently refined online presence.

WEB DESIGNER | ExArcha PH

Part-Time-Freelance / Remote Work 2021 - 2024

- Served as a UI/UX Designer and Frontend Developer, taking charge of crafting compelling Web UX Designs.
- Collaborated closely with the Lead Frontend Developer to create additional pages using modern frontend technologies.
- Designed logos, infographics, NFT assets, and landing pages to support product launches and brand initiatives.
- Played a vital role in supporting the Marketing Team by developing impactful digital and marketing collaterals.
- Reported directly to the CEO and Admin, ensuring design alignment with company goals and overall brand direction.

WEB DESIGNER | PlayPark, Inc.

Full-Time 2019 - 2022

- Led end-to-end web projects—from UI/UX design to front-end development, building fully customized WordPress sites and responsive landing pages using HTML, CSS, and JavaScript.
- Managed and maintained more than 8 company game websites, ensuring consistent performance, uptime, and a seamless user experience across different game genres.
- Created HTML marketing emails and digital banners for campaigns and social media, adapting designs across various game genres and visual styles.
- Served as the main point of contact for all website-related tasks, handling updates, troubleshooting, and technical improvements.
- Demonstrated flexibility and creative range by designing for multiple game genres, effectively balancing design aesthetics with brand and campaign goals.

FRONT-END DEVELOPER | Halcyon Digital Media Design

Full-Time 2018

- Full ownership of front-end development for assigned projects, collaborating closely with backend developers to integrate APIs, streamline workflows, and deliver high-quality, responsive, and maintainable web applications.
- Translated design mockups and user requirements into efficient, dynamic interfaces focused on usability and performance.