

0237 Conrado Street  
Niugan, Angat, Bulacan, Philippines  
+639543129695  
ryldonsalvador@gmail.com



# RYLDON SALVADOR

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## ABOUT ME

As a skilled Front-end Developer and Creative Ad Developer, I have extensive experience in designing, developing, and maintaining high-performing front-end solutions and interactive digital creatives. My expertise encompasses a broad range of technologies, including HTML5, CSS3, SASS, JavaScript, jQuery, React, WordPress, Webflow, Shopify, and responsive HTML email templates, as well as HTML5 banner ads, rich media, and interactive ad experiences. I excel in effective communication with producers and clients, ensuring seamless collaboration and accurate execution of requirements through verbal interactions, chat, or email. While adept at independently managing projects end to end, I also thrive in collaborative team environments, consistently delivering creative, high-quality, and performance-driven results.

## SKILLS

### Front-end Development

- HTML5, CSS3, JavaScript, jQuery, SASS, TypeScript, React, Angular, PHP

### HTML Email Development

- Responsive HTML email templates, Cross-client compatibility (Gmail, Outlook, Apple Mail), Table-based layouts, Inline CSS, Mobile-first email design, Email QA & testing

### CMS & E-commerce

- WordPress (Elementor, Divi, Beaver Builder), Webflow, Shopify

### Creative & Rich Media Advertising

- HTML5 Banner Ads, CTV, Google Web Designer, Celtra, Undertone, Sparkflow, DoubleClick Studio/Dynamic, Sizmek, Adform, Multi-aspect responsive design, Ad tag integration (VAST, UTM, third-party trackers)

### Design & Motion Tools

- Figma, Sketch, Adobe XD, Photoshop, Illustrator, After Effects, Animate CC

### Technical & General Skills

- Computer Hardware Servicing, Computer System Diagnosis & Troubleshooting, MS Office Applications

## EXPERIENCE

### Freelancer, Philippines — Front-end / Web Developer IT Support / Web Designer

March 2014 - Present

- Expert in developing rich media banner ads and dynamic websites using Wordpress, Shopify, and React.
- Proficient in crafting high-quality HTML email templates to maximize engagement.
- Skilled in efficiently troubleshooting hardware issues and conducting software installations.

- Experienced in building websites on Webflow and Shopify platforms.
- Designs and edits impactful banner ads leveraging client provided assets.
- Creates HTML5 mini-games using Celtra platforms.

**MAX STAX MEDIA, 7462 N Figueroa St Ste 203, Los Angeles, California (Remote)** — *Rich Media Developer / Tiktok Content Creator / Web Designer*

December 2021 - December 2023

- Expertly develops rich media banner ads using client provided assets, including PSDs, images, and videos.
- Innovatively creates and produces engaging TikTok content and videos.
- Designs and edits banner ads from client-provided assets.

**HEDY PHILIPPINES, Taguig, Philippines** — *Front-end Developer*

June 2020 - December 2023

- Expertly develop Rich Media Ads using client-provided raw assets, including PSDs, images, and videos.
- Craft dynamic landing pages to enhance user engagement.
- Design and build responsive HTML Email Templates to optimize client communication.

**TOMMY, 42 Craig Road, Singapore 089680 (Remote)** — *Front-end Developer / Rich Media Developer*

December 2022 - Jul 2023

- Specializes in crafting engaging rich media banner ads on the DoubleClick platform.
- Expert in developing dynamic websites and high performance landing pages.
- Designs mockups for banner ads tailored to client specifications.

**CHANGE APS, Edisonsvej 2, Odense, Syddanmark 5000, DK (Remote)** — *Consultant / Front-end Developer*

June 2020 - June 2022

- Spearheaded website development using WordPress (Elementor), transforming PSD files into high-impact landing pages.

**JOYSTICK INTERACTIVE / INCUBETA DR S.R.L., 4551 Glencoe Avenue Suite 330 Marina Del Rey, CA 90292 United States (Remote)** — *Front-end Developer*

March 2016 - June 2020

- Design and develop static and rich media ads utilizing client-provided raw assets, including PSDs, images, and videos.
- Convert PSD files into dynamic and responsive landing pages.

**SIZMEK TECHNOLOGIES PHILS., Cebu City, Philippines** — *Creative Developer*

June 2015 - March 2016

- Developed rich media banners utilizing advanced Sizmek components for enhanced user engagement.

**COGNIZANT TECHNOLOGY SOLUTIONS, BGC, Taguig, Philippines** — *Programmer*

March 2014 - May 2015

- Spearheaded the development of Rich Media Ads and YouTube Masthead Ads, ensuring cutting-edge digital advertising solutions.
- Implemented precise tracking mechanisms in collaboration with media agencies and advertisers, enhancing reporting accuracy.

- Engineered HTML5 Layouts Templates tailored for client needs, boosting user engagement and delivering customized experiences

**WIDEOUT TECHNOLOGY SERVICES INC., Taguig, Philippines** — *Flash Developer*

June 2011 - March 2014

- Developed innovative Flash tools and templates to accelerate production.
- Engineered Rich Media Ads and YouTube Masthead Ads utilizing DoubleClick Studio components.
- Engineered HTML5 Layouts Templates tailored for client needs, boosting user engagement and delivering customized experiences

## **EDUCATION**

**Baliuag University, Gil Carlos Street, Baliwag, Bulacan 3006, Philippines** — *Bachelor of Science in Information Technology*

June 2007 - April 2011