Carl Dabe Cruz
Web Designer

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🔗 https://carldabe29.github.io/carl-dabe/

Experience

Freelance WordPress Developer
— Media Shark

📅 Jun 2025 - Present

- Designed and developed fully responsive websites of different business types.

To view the full sites, visit the links below:

🔗 https://verdantcovenplantco.com/
🔗 https://thirstyfirstdtsp.com/
🔗 https://centralcigarsdtsp.com/
🔗 https://optimumservicesllc.com/

UX/UI Designer — Cognitif Incorporated

📅 Oct 2022 - Present

- Design user journeys, prototyping, solving UX issues, and refining with developers.
- Design 85% of empleyado's UI Kit in Adobe XD, 54.5% in Figma.
- Deliver high-fidelity wireframes and prototypes in a week.
- Reduce design iterations by 30% with prototyping.
- Reduce user errors by 20% with better onboarding UX.
- Apply 70% of feedback in first revision.
- Maintain 100% brand guideline compliance.
- Design 45.5% of empleyado's marketing materials.

Key Projects:

- **empleyado E-Commerce Website**: Innovative e-commerce for flexible buying management.
- **empleyado Lite**: All-in-one HR and payroll mobile app for SMBs.
- **empleyado Login & Registration Platform**: Secure, seamless authentication with flexible access.
- **empleyado Workforce Management**: Streamlined process management for productivity and collaboration.
- **empleyado Accounting Management**: Smart financial management with control and insights.
- **empleyado Marketing Website**: HRIS for hiring, support, and optimized growth.
- **empleyado Employee Records Management**: Employee data management made easy.

Part-Time WordPress Developer
— empleyado, Incorporated

📅 Jan 2024 - Present

- Achieve 95% accuracy in implementing UI/UX designs.
- Designed a 95% responsive, user-friendly empleyado website with WP plugins.
- Optimize 100% of web pages for SEO best practices.
- Delivered 100% branding support with cohesive graphics and materials.
- Enhanced and optimized the website biweekly for seamless UX.

Key Features & Integrations:

- **Elementor & Plugin Development**: Expert in Elementor customization, SEO, and form plugins.
- **AI Chatbot Integration**: Integrated Empoy AI chatbot with FastBots for seamless communication.
- **Google Analytics Integration**: Configured Google Analytics for tracking and insights.
- **Online Ticketing Support & Recruitment Systems**: Built ticketing and recruitment systems with email templates using HTML, CSS, PHP, and JavaScript.

To view the full site, visit the link below:

🔗 https://www.empleyado.com/

Front End Web Developer Intern
— Mr. Geek Philippines, Incorporated

📅 Mar 2022 - May 2022

- Design and refine the PNPAAAI website, implement WordPress assets, configure plugins, develop user pages, fix issues, and create marketing collaterals.

To view the full site, visit the link below:

🔗 https://pnpaaai.online/
🔗 https://www.mrpluffy.com/

Education

Bachelor of Science in Computer Science
— Adamson University

📅 Aug 2016 - May 2022

Skills

UX/UI Designing & Researching, Usability Testing, Web & Mobile Designing, Web & WordPress Development, SEO, WCAG Testing, Graphic Designing, Photo Editing

Software & Tools Used

Figma, Adobe XD, Balsamiq, Adobe Photoshop, Canva, WordPress, WP plugins (Elementor, WooCommerce, Yoast SEO, Wincher, Google Analytics, FastBots Chatbot AI, Ninja & Fluent Forms), MS Visual Studio Code