

Allen Marlo Q. Bacani

Senior Web Designer

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Strategic Senior Front-end Designer with 15 years of expertise in UI/UX for global marketing campaigns. Proven track record in engineering high-converting, responsive landing pages and managing complex digital assets for APAC, EMEA, and US markets.

Core Competencies

- Web Development: HTML5, CSS3, jQuery, MERN Stack (MongoDB, Express, React, Node.js).
- Design & UX: UI/UX Design, Figma, WordPress CMS, Photo Manipulation, Logo Design.
- Marketing Tech: Pardot Salesforce Email Automation, SEO/SEMrush, Google Analytics.
- Leadership: Team Management, Junior Developer Mentorship, Creative Direction.

Experience

GMO GlobalSign Inc. | Senior Frontend Designer

2019 - Present

- Lead UI/UX Support: Spearhead design and front-end development for global marketing teams, ensuring brand consistency across three major global regions.
- High-Conversion Engineering: Developed responsive campaign and webinar landing pages that optimized user journey and increased conversion rates.
- Automation Management: Oversee the deployment of Pardot Salesforce email campaigns and internal newsletters, streamlining global communication.
- Mentorship: Act as a technical lead, mentoring junior team members on design systems and front-end best practices.

GMO GlobalSign Inc. | Web Designer

2017 - 2019

- Global Market Support: Provided dedicated design and technical support for high-stakes marketing initiatives across the APAC and EMEA regions.
- Strategic Asset Creation: Orchestrated the production of diverse digital assets and marketing collaterals, working in direct synergy with Global Marketers to maintain brand integrity.
- CMS Architecture & Optimization: Engineered and refined promotional and campaign landing pages within WordPress, focusing on performance optimization and user experience (UX).
- Marketing Automation: Developed and formatted complex email communications and global internal newsletters using advanced automation platforms (Pardot/Salesforce).

Scale Squad | WordPress Developer

2016 - 2017

- Digital Asset Creation: Collaborated with global marketers to produce high-impact digital assets and collaterals for the APAC and EMEA markets.
- CMS Optimization: Built and maintained promotional pages within a WordPress environment, improving site performance and accessibility.

Goldspider Inc. – Falcontech Inc. | Web and Graphic Designer, Web Developer **2014 - 2015**

- Developed custom Web Templates and interactive UI components for online gaming platforms.
- Designed engaging social media Banners and promotional graphics for CN marketing campaigns.
- Produced and distributed internal communication via email newsletters.

Dress Sculpture Shoppe | Graphic Designer **2010 - 2014**

- Create design for printable materials such as t-shirts and invitation cards
- Design a Magazine Catalog
- Design a Label and Tags

Education

Zuitt BoothCamp **2019**

Full Stack Web Developer Certification

STI Pasay College **2009**

Diploma in Information Technology