

Rogelio Santiago F. Deguito

Front-End Developer | Duda Specialist & Webflow Developer

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Professional Summary

Front-End Developer with 8 years of experience, centered on the Duda platform: 20+ custom JavaScript/HTML/CSS widgets that integrate REST APIs and third-party services, plus dual Duda certification (Web Design and Platform Specialist). Also builds in Webflow (Finsweet Client-First, built-in GSAP interactions) and works in production React and Next.js, currently maintaining an in-house app connected to the Braze API. Experienced in working directly with clients, from requirements and design decisions through QA and deployment.

Certifications

Duda Web Design Certification, issued Dec 2020

Duda Platform Specialist Certification, issued Jul 2020

Technical Skills

CMS & Platforms: Duda, Webflow, Finsweet Client-First, WordPress, Braze, Eloqua

Front-End: JavaScript, HTML5, CSS3, React, Next.js, TypeScript, Tailwind CSS, GSAP, Bootstrap

Integration & Tools: REST APIs, Git, GitHub, Bitbucket, Agile methodologies

Design: Figma, Photoshop, Illustrator, responsive design, accessibility

Professional Experience

Email Front-End Developer, RipeConcepts, Inc.

September 2024 - Present Cebu City, Cebu (Remote)

- Maintain and extend an in-house React/Next.js application connected to the Braze API, building email templates and reusable content blocks for campaign managers.
- Develop responsive HTML/CSS email experiences that work across platforms and meet accessibility practices.
- Work with designers and stakeholders to turn marketing and UI requirements into production-ready implementations.

Web Development Specialist II, Straight Arrow Corporation

March 2021 - September 2024 Pasig City, NCR Promoted from Specialist I to II

- Gathered requirements directly from enterprise clients, presented design decisions, and incorporated feedback through iterative revisions.
- Designed and developed responsive HTML/CSS templates, managing dozens of campaigns over 3 years on Eloqua.
- Set up and ran A/B tests on subject lines, layout, and CTAs to inform client recommendations on engagement and conversion.
- Checked rendering across major email clients and devices (using tools like Litmus) before deployment, catching cross-client display issues before send.
- Applied accessibility best practices, such as descriptive alt text, to improve usability for screen reader users.

Junior Web Developer, TheCamel.co

November 2018 - March 2021 Lipa City, Batangas Moved from design to development after formal training

- Built 20+ custom JavaScript/HTML/CSS widgets for client projects on the Duda platform, integrating REST APIs and third-party services to extend site functionality.
- Took over advanced and custom widget builds after formal training, including work previously escalated to senior developers.
- Brainstormed and prototyped new widget concepts based on client needs and industry trends, testing across multiple browsers and devices.
- Refactored existing code for performance and maintainability as part of ongoing quality improvements.
- Assisted a senior developer in building Google Data Studio dashboards for client reporting.

Junior Web Designer, TheCamel.co

February 2018 - November 2018 Lipa City, Batangas

- Built approved mockups directly in Duda for straightforward client sites, escalating advanced animation and custom builds to dedicated developers.
- Designed website mockups and UI layouts (Photoshop, Illustrator) based on client requirements.
- Collaborated with developers and QA to keep design consistent through responsive implementation.

Featured Projects

Champions Golf Club, Webflow Demo Site • Link

Tech Stack: Webflow, Figma, GSAP, Finsweet Client-First

- Designed and built a multi-section Webflow site for a golf club concept, with hero, course showcase, club history, membership, and contact sections.
- Made "Book Tee Time" the primary call to action, placed in both the navigation and the hero.
- Structured the build with the Finsweet Client-First framework for consistent, maintainable class naming.
- Added animations using Webflow built-in GSAP interactions and built responsive layouts that work on mobile.

Personal Portfolio Website • Link

Tech Stack: Next.js, TypeScript, Tailwind CSS, Vercel

- Built a responsive portfolio site with reusable UI components and strong Lighthouse scores (90 Performance, 95 Accessibility, 96 Best Practices, 91 SEO).
- Deployed and maintained using Vercel.

Duda Widget Showcase • Link

Tech Stack: React, GSAP, JavaScript, REST APIs

- Built and deployed a live portfolio platform demonstrating 20+ custom Duda widgets, with new widgets added on an ongoing basis.
- Implemented a React + GSAP transition system for smooth widget-to-widget demo navigation.
- Designed it as a reusable component architecture, so new widget demos can be added without restructuring core navigation or layout logic.

Education

Bachelor of Science in Information Svstems

March 2016 De La Salle Lipa