

CONRAD A. PANGANIBAN

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Objective

To contribute my skills and experience as a **Web Developer/Designer** where creativity, technical knowledge, and passion towards the production of high quality marketing and Internet projects will help you achieve your goals.

Technical Expertise

- Web Programming Languages: (X)HTML, CSS, JavaScript, DTML, and Flash Actionscript 2.0
- Web Production Software: UltraEdit 5.0, Homesite 5.5, Dreamweaver MX, and BBEdit 5.0
- Content Management Systems (CMS): Gap.com CMS (proprietary software), WordPress, Joomla!, Ning, and ProFolio
- Design software: Photoshop, Illustrator, and Flash
- Office: Microsoft Office 2000 and XP Professional (Word, Excel, PowerPoint, and Outlook)
- Platforms: Mac OSX, OS9, Windows 2000, Windows XP, and Linux

Professional Experience

Web Application Developer

HomeGain.com, Emeryville, CA, January 2008 - June 2009

- Helped Real Estate Agents connect with prospective home buyers and sellers by programming the front-end of the HomeGain.com web application, AgentView, which included a blog and property gallery
- Successfully marketed HomeGain's Green Real Estate campaign by developing the Company's Green page using HTML, CSS, and JavaScript
- Brought attention to the company's homepage by animating various holiday banners using Flash

Sr. Technical Designer

Gap.com, Gap Inc., San Francisco, CA, March 2005 - November 2007

- Increased sales 52% from \$595 million in 2005 to \$905 million in 2007 for the Gap Inc. Direct Division by assisting in redevelopment of Gap.com's architecture and design in recoding of HTML, CSS, and Javascript from old platform to the new Java and Struts server framework
- Saved Gap Inc. \$20,000 by producing an interactive brochure for the company's exclusive buyer program, Stash
- Managed front-end Flash development (Flash, HTML, CSS, and Javascript) of the Gap (RED) Web Project which sold out of products 20 minutes after being shown on the Oprah Winfrey television show
- Increased sales and lowered product returns after the implementation of a Flash-prototype I created for the Zoom feature on Gap.com's current product page
- Developed marketing content using HTML, CSS, JavaScript, and Flash
- Managed front-end developer team which programmed entire Gap.com website

Multimedia Specialist

Monterey County Health Department, Salinas, CA, September 2001 - October 2003

- Gold Award, First Place Winner of National Public Health Information Coalition, October 2003, beating out the States of Iowa and Indiana Health Department Websites
- 300% increase in website visits in the first month of web redesigned launch
- Twice awarded Employee of the Quarter for redesigning department's website and identification cards
- Provided health awareness to the citizens of Monterey County by designing the department website, annual reports, newsletters, flyers, brochures, posters, and PowerPoint presentations
- Audio/Visual Technician: operated and maintained a wide variety of presentation hardware, such as projectors, slide projectors, digital cameras (still and video), video editing, televisions, and VHS and DVD playback

Webmaster and Graphic Designer (Volunteer)

Sinag-tala Filipino Theater and Performing Arts Association (SFTPAA), Sacramento, CA
August 2004 - Present

- Designed and developed the organization's website (<http://www.sftpaa.org>) which has been viewed in 19 countries
- Created easier and efficient web content maintenance for the organization's board members and volunteers by using the WordPress CMS platform
- Increased unique hits to the site by 30% in a year through the use of SEO keywords and by utilizing Social Media Networks such as Facebook, Twitter and YouTube
- Attracted new audience and cast members to the organization's annual show by designing various marketing materials: posters, postcards, e-mailers, flyers, brochures, and t-shirts

Web Designer and Programmer (Volunteer)

Meb Delights, Sacramento, CA, June 2008 - Present

- Visibility and orders increased 200% after launch of designed website and functionality
- Website assisted the owner in getting admission into Pastry school and landing an internship at a prominent Sacramento bakery

Education**Bachelor of Fine Arts, New Media**

Academy of Art College, San Francisco, CA
August 2000

Websites

<http://www.conradpanganiban.info>

<http://www.homegain.com/agents>

<http://green-real-estate.homegain.com>

<http://www.mebdelights.com>

<http://www.sftpaa.org>

<http://www.uptil3.com/monsterDesserts> (www.monsterdesserts.com has gone out of business, so local link is here.)