

Blair Brian J. Jereza

Web Developer · WordPress Specialist · Agentic Software Developer

Malolos City, Bulacan, Philippines · Remote for clients in Australia, Asia and North America
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PROFESSIONAL SUMMARY

Web developer and designer with 10+ years of experience building fast, accessible and pixel-perfect websites for businesses, non-profits and agencies across Australia, Asia and North America. Deep expertise in custom WordPress development, Figma-to-code delivery and hosting/server administration, now extended with modern front-end tooling (Vite, GSAP, Three.js) and AI agents (Claude Code) built into the development workflow to ship faster with consistent quality. Reliable under deadlines, comfortable working solo or in a team, and a fast learner who keeps code clean, maintainable and scalable.

CORE STRENGTHS

- **Custom WordPress development:** themes, plugins, Gutenberg blocks, WooCommerce, performance and security hardening
- **Design to production:** Figma / XD / PSD converted to responsive, cross-browser, pixel-perfect builds
- **Performance and SEO:** Core Web Vitals, minification, schema markup, SEO-friendly structure
- **Hosting and infrastructure:** cPanel / WHM, DNS, SSL, email, migrations and ongoing maintenance
- **AI-assisted engineering:** agentic workflows, prompting and automation with Claude Code
- **Delivery:** client communication, multi-project management, on-time launches

TECHNICAL SKILLS

CMS and builders	WordPress (custom themes and plugins), Oxygen Builder, Elementor, Divi, Gutenberg, Joomla, Drupal
Front-end	HTML5, CSS3, JavaScript, jQuery, Bootstrap 5, GSAP, Three.js / WebGL, Vite
Back-end and data	PHP (WordPress), Node.js, REST APIs, Supabase
AI and automation	Claude Code, agentic workflows, prompt engineering, workflow automation
Hosting and DevOps	Git / GitHub / Bitbucket, GitHub Actions (CI/CD over FTP), Vercel, Cloudflare, cPanel, hPanel, WHM, Plesk, DNS, FTP, XAMPP
Design	Figma, Adobe Photoshop, Adobe Illustrator, Canva Pro, logo and brand identity design
Media	Video editing (DaVinci Resolve, CapCut, Filmora X, Sony Vegas)
Working knowledge	React, networking, PC hardware and software troubleshooting, data recovery, cybersecurity and penetration-testing fundamentals

PROFESSIONAL EXPERIENCE

Web Developer · Designer · Graphic Designer

DyCom SmartStaff Australia / About Today (abouttoday.com.au) — November 2016 – 2025

- Built accessible, responsive interfaces that give visitors the same experience on every device and browser.
- Managed 10+ web projects end to end (HTML5, CSS3, JavaScript, WordPress) with consistently high client satisfaction.
- Developed custom WordPress themes and plugins; delivered Gutenberg, Oxygen Builder and Elementor builds.
- Converted Figma / XD / PSD designs into pixel-perfect, production-ready websites.
- Improved speed, security and scalability: stylesheet minification, caching, Core Web Vitals fixes, schema markup and SEO-friendly structure.
- Administered cPanel / WHM, DNS, hosting, SSL, server configuration and site migrations.
- Fixed bugs and shipped enhancements on existing sites, troubleshooting complex issues quickly and reliably.
- Edited video for website banners; collaborated with designers, clients and teams using Git/GitHub and Bitbucket workflows.
- **Recognized as Top Performing Developer** for the highest billable percentage of assigned projects.

Web Developer · Technical Support

Couples for Christ, Canada (couplesforchrist.ca) — May 2016 – Present

- Maintain and develop the organisation's web presence, providing ongoing technical support and site improvements.

Freelance Web Developer · Agentic Software Developer

Independent — Ongoing

- Design and build client websites and web apps, using AI agents (Claude Code) inside the development workflow to move faster and keep quality consistent.
- Recent work includes Umbrella Web, PisoTools, Same Side Selling Academy, Brangenix, Mega Bliss, MCWI and BigMerch.

Web Developer — Earlier Clients and Projects

Feb 2013 – 2020	CFC Ablaze Communications (cfcablaze.com)
Jul 2015 – 2020	RnR Excellent Trading (rnr.com.ph)
Mar 2013 – 2019	Comm Trend Construction Corporation (commtrend.net)
Feb – May 2013	PDIC (Philippine Deposit Insurance Corporation): 39th Executive Council Meeting and International Conference
Mar 2012 – Mar 2015	Couples for Christ, Indonesia
Nov 2011 – Nov 2012	Malabon Ossuary
May 2005 – May 2015	Antulang Beach Resort
May 2004 – Jan 2010	Eldorado Beach Resort

Earlier Roles

- **Graphic Designer**, YouthPinoy — Oct 2009 – Oct 2012. Designed the St. Pedro Calungsod "Pedrito Doll" (2012), cited in the National Catholic Register article *Filipino Youth Group Uses the Web to Advance the Word*.
- **Marketing Assistant**, Jerry Chen Company (oDesk) — Aug 2010 – May 2011

- **Assistant Web Server Administrator**, Central Visayas Polytechnic College, Negros Oriental — May 2000 – Jan 2004

SELECTED PROJECTS

Recent: Umbrella Web · PisoTools · Same Side Selling Academy · Brangenix · Mega Bliss · MCWI · BigMerch · ANCOP Global Walk · CFC ANCOP Australia · Couples for Christ Canada

Australia and New Zealand clients: Step Forward IT · Nature Australia · About Today · Pretty Agile · Acacia CS · TIA Partners · After Hours Clinic · Skeen Clinic · GPS360 · RNMC Group · QKampus · NZCS · Bomanite Korea · MVA Bennett · Rellik · Four Quarters · New Plumbing · Midland Insurance · BusiPay · BusiFund · Beam Automation · Saved by a Seed · AGW Indonesia

DESIGN PORTFOLIO

- Logo design: DesignContest · 48HoursLogo
- Freelance profile: Upwork
- Figma: Brenner Advisory · Bomanite Korea · Landing Pages

EDUCATION

Bachelor of Science in Office Systems Management — Negros Oriental State University, 1998 – 2003

LANGUAGES

English (professional working proficiency) · Filipino (native)

Phone number and references available on request.