

RALPH ALUDO

Senior Full Stack Web Developer

Taytay, Rizal, Philippines

<https://ralphaludo.com>

dev@ralphaludo.com

+63 965 853 7675

PROFESSIONAL SUMMARY

Senior Web Developer experienced in both front-end and back-end web development, with a background spanning early responsive sites to modern, scalable web architectures.

WORK EXPERIENCE

Web Developer / SEO

Part-time Freelancer

Mar 2026 - Present

- Custom WooCommerce Development. Developed high-converting WordPress sites, custom plugins, and subscription funnels.
- Designed high-converting, responsive layouts using Elementor to deliver a seamless user experience across all devices.
- On-page & Technical SEO: Optimized site speed, clean code, and keyword strategies to boost search rankings.

Software Developer

Dynamic Business Outsourcing Solutions

Jul 2025 - Sep 2025

- Diagnosed and resolved critical bugs within a complex CRM web application to enhance system stability and user workflow.
- Performed code maintenance and performance tuning, ensuring the reliability of existing software modules.

Senior Backend Developer

Dynamic Business Outsourcing Solutions

Mar 2025 - Jul 2025

- Developed a custom WordPress plugin from scratch, engineering a search feature with necessary filters for vehicle matching.
- Implemented the responsive frontend design, delivering a seamless user experience across mobile and desktop devices.
- Built robust backend REST APIs and integrated Stripe processing, ensuring a secure, frictionless checkout workflow and seamless data sync.

Senior Software Engineer

EK Consulting & Management Services Inc.

Feb 2021 - Jan 2025

- Designed and implemented robust REST APIs to facilitate seamless communication between frontend interfaces and backend services.
- Translated complex Figma prototypes into high-fidelity, functional websites with a focus on pixel-perfect UI and UX.
- Collaborated with the QA team to identify edge cases and implement lasting fixes for recurring application issues.

Full Stack Web Developer

Freelancing

Mar 2016 - Feb 2021

- Delivered bespoke WordPress ecosystems, including the development of custom themes and plugins built entirely from scratch.
- Built custom e-commerce platforms tailored to client-specific business models and payment gateway requirements.
- Executed high-quality design-to-code conversions, transforming PSD layouts into responsive, standards-compliant websites.

Backend Web Developer

Cr8v Web Solutions Inc.

Mar 2011 - Feb 2016

- Developed sophisticated web applications including HRIS (Human Resource Information Systems) and Accounting systems using the CodeIgniter PHP framework.
- Created custom WordPress plugins and themes from scratch to extend core functionality for diverse client projects.
- Built and maintained custom e-commerce websites, ensuring secure transaction processing and efficient inventory management.

Web Developer

Stratvisions Inc.

Oct 2008 - Feb 2011

- Focused on WordPress development, specializing in the creation of unique, scratch-built themes for corporate and e-commerce clients.
- Built custom-coded websites and e-commerce solutions to meet unique project specifications.
- Managed full-cycle website builds, from initial theme development to final launch and maintenance.

EDUCATION

Associate in Computer Science

Asian Institute of Computer Studies

Graduated year 2008

SKILLS

Frontend Development

- **Core Languages:** HTML, CSS, JavaScript, TypeScript
- **CSS Frameworks:** Tailwind CSS, Bootstrap
- **JavaScript Frameworks & Libraries:** React, Next.js, jQuery

Backend Development

- **Languages & Environments:** PHP, Node.js
- **Frameworks:** Laravel, CodeIgniter, Express.js
- **CMS & E-commerce:** WordPress, WooCommerce, OpenCart

Databases & Data Management

- **Relational (SQL):** MySQL
- **Non-Relational (NoSQL):** MongoDB

DevOps, Infrastructure & Tools

- **Version Control:** Git.
- **Containerization & OS:** Docker, Linux Ubuntu
- **Cloud Hosting:** Amazon Web Services (AWS)

Search Engine Optimization (SEO)

- **On-Page SEO:** Keyword Research, Content Strategy, Meta Tags Optimization, Internal Linking
- **Technical SEO:** Core Web Vitals, Schema Markup (JSON-LD), Crawl Budget Optimization, XML Sitemaps, Performance Auditing
- **Tools & Analytics:** Semrush, Google Search Console

Design & UI/UX

- Figma
- Adobe Photoshop
- Elementor