

Ziedrick Ruen Giron



\$ role

Senior Front-End Engineer
Senior UX Designer

\$ location

Manila, Philippines

\$ site

zngiron.com

\$ mail

zngiron@gmail.com

\$ phone

+63 999 997 7260

\$ linkedin

linkedin.com/in/zngiron



Front-End Engineer x UX Designer

End-to-end design and development. 17 years building digital products across fintech, blockchain, gaming, e-commerce, media, and advertising, owning the full path from design system to shipped code. Fewer handoffs, faster iteration.

Design systems, component libraries, and accessible interfaces: the layer that lets a team scale output without losing quality.

17 years	10 employers	53 projects	02 disciplines
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design_

01	Design Systems Figma · Design Tokens
02	UX & Interaction Design Figma · Mobbin
03	Wireframing & Prototyping Figma
04	Cross-Platform Design Material · HIG
05	Accessibility WCAG

development_

01	Component Architecture React · Next.js · TypeScript
02	Design System Implementation Tailwind CSS · Radix · Storybook
03	State & Data TanStack Query · Zustand
04	Motion & Animation Motion
05	Performance Core Web Vitals · Lighthouse

ai_

01	Pair Programming Claude Code · Codex
02	Research & Synthesis Gemini
03	Image Generation Magnific

\$ education

Phoenix One Knowledge Institute
New Media Design, Multimedia Arts · 2009 – 2011

College of the Holy Spirit Manila
BFA Advertising · 2007 – 2009

First Academy of Computer Arts
Web Design and Development · 2006 – 2007

\$ languages

English

Filipino

Proof of Work

Nov 2025
Jun 2026

Beyond Now

Software Developer

Software · Remote · Full-Time · Graz, AT

- Maintained the UI and component system of an enterprise SaaS product in React, TypeScript, and Next.js.
- Translated Figma designs into reusable interface components.
- Shipped in an Agile team on Jira, Confluence, and Bitbucket.

Jan 2023
Aug 2025

Lakefront Finance

UX Developer

Fintech · Remote · Full-Time · Redmond, US

- Built a budgeting app on Next.js, React Query, Zustand, Tailwind CSS, and shadcn/ui.
- Integrated the Plaid API and REST APIs into the app.
- Designed the UX and built the front end of the same product.

Mar 2020
Jul 2023

Lightning Sharks

UX Lead

Blockchain · Hybrid · Full-Time · Makati, PH

- Led the designers and front-end developers who shipped Ayre Group, CoinGeek, CoinGeek Conference, BitcoinSV.com, and BSVBlockchain.org.
- Built landing pages and ecosystem sites in Next.js, Laravel, and Cockpit from Figma designs.
- Directed UX/UI design and implementation across the sites.

Sep 2019
Mar 2020

LenddoEFL

UX Designer

Fintech · On-Site · Full-Time · Makati, PH

- Designed UX flows for a B2B credit-scoring and identity-verification platform.
- Produced wireframes and prototypes in Figma for the dashboards and verification modules.
- Paired with developers to match the built UI to spec.

Feb 2016
May 2019

Rebus Technologies

UX Specialist → Senior UX Engineer → UX Consultant

Gaming · On-Site · Full-Time · Makati, PH

- Rebuilt a multilingual gaming and sportsbook platform as a React SPA with Redux and React Router after a failed first launch.
- Designed the adaptive desktop and mobile UX.
- Cut load times with code splitting and bundle-size work, measured in Lighthouse.

Proof of Work

● Jul 2015
Feb 2016

Audy Global Enterprises

UX Developer → UX Lead

E-Commerce · On-Site · Full-Time · Pasig, PH

- Designed and built the GoVision, OrganizeMe, QuadTrek, Fleadom, and Simply Natural storefronts on WordPress and WooCommerce.
- Led the storefront builds from design to launch.
- Managed the designers, developers, and SEO writers on those storefronts.

● Jul 2015
May 2019

Amplify Experience Agency

Graphic Designer → Art Director

Advertising · Hybrid · Retainer · Pasig, PH

- Designed and built the Nestlé Nestogen microsite and the agency's own site with Next.js and Bootstrap.
- Created the Amplify brand identity and the Master Halco website design.
- Designed pitch decks and event collateral for an events and brand-activation agency.

● Feb 2012
Sep 2015

Excite

Graphic Designer → Art Director

Advertising · On-Site · Full-Time · Quezon City, PH

- Designed and built the Excite site, the Freshgear campaign microsite, and the Nestlé NAN tablet app for pediatricians.
- Designed below-the-line campaigns and event activations for Smart, Talk 'N Text, Nestlé, PMFTC, and Unilab.
- Produced pitch decks, event collateral, and marketing materials.

● Aug 2011
Nov 2011

MMTI Marketing Philippines

Pre-Production Specialist

Marketing · On-Site · Full-Time · Pasig, PH

- Prepared pre-production files and marketing materials in Photoshop and Illustrator.

● Nov 2009
Sep 2013

BreadTalk Philippines

Art Director → Web Designer & Developer

Food & Beverage · Hybrid · Retainer · Taguig, PH

- Designed and built the BreadTalk website in PHP.
- Built the BreadTalk x Sanrio campaign microsite.
- Art-directed the brand's menus, packaging, and seasonal campaigns on retainer.

003 stack_

Stack

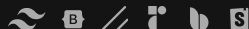
languages_

HTML · CSS · JavaScript · TypeScript · PHP



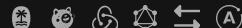
styling_

Tailwind CSS · Bootstrap · shadcn/ui · Radix · Base UI Storybook



state & data_

TanStack Query · Zustand · Redux · GraphQL · REST Apollo Client



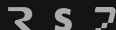
cms_

Strapi · Sanity · Cockpit · WordPress · Payload CMS



services_

Resend · Stripe · PayMongo



build_

Node.js · Bun · Yarn · pnpm · Webpack · Babel · Vite Turbopack · Turborepo · Biome · React Compiler



workflow_

Git · GitHub Actions · Jenkins · Jira · Confluence



design_

Adobe XD · Adobe Photoshop · Adobe Illustrator · Figma Mobbin · Design Tokens



frameworks_

React · Next.js · Laravel



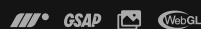
icons_

Lucide · Phosphor · Font Awesome



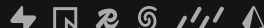
motion & graphics_

Motion · GSAP · Embla Carousel · WebGL



database_

Supabase · Neon · Redis · Upstash · Drizzle · Prisma



testing_

Vitest · Jest · React Testing Library · Playwright



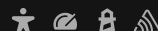
platform_

Vercel · Cloudflare · AWS · GCP · Docker



quality_

WCAG · Core Web Vitals · Lighthouse · Sentry



ai_

Claude Code · Codex · Cursor · ChatGPT · Gemini · Magnific





about

One scroll from service list to inquiry

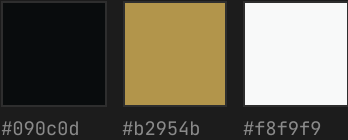
A marketing site for an independent collision-repair workshop. The hero states the trade, the customer types, and the year the shop opened, with a quote button and a call button. Six service cards follow, from accident repair to detailing. A five-step strip runs from sending photos to the guaranteed handover. The contact block pairs a map, hours, and phone with a message form. The site runs on Next.js, TypeScript, and Tailwind CSS with a light and dark theme.

structure

Services · Our Story · Contact · Get a Quote

tokens

Marcellus · Archivo · Geist Mono



stack

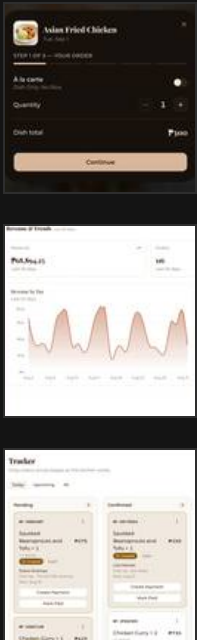
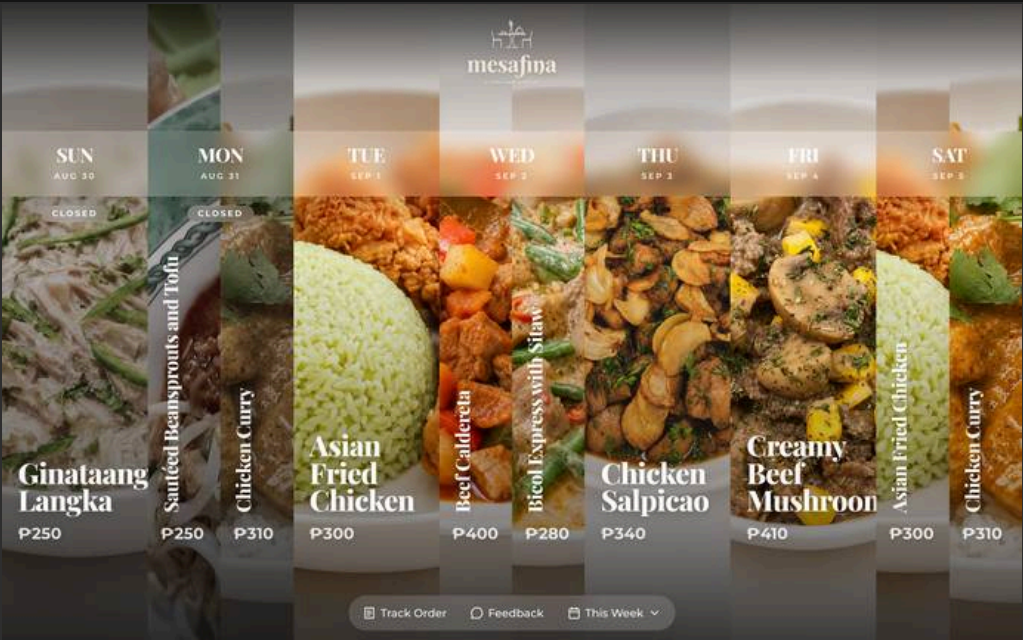
TypeScript · Next.js · Tailwind CSS



Mesafina Kitchen

Food & Beverage · Web Application

case study



about

A weekly board up front, a kitchen dashboard behind it

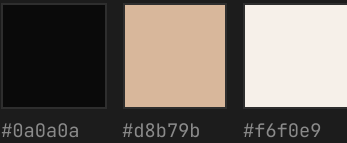
A pre-order storefront for a kitchen that cooks a set menu each day. The week is a board of full-bleed dish columns, one per day, each named and priced; closed days say so. A five-step order sheet sets the dish, à la carte or with rice, the quantity, the add-ons, pick-up or delivery, and payment by cash or PayMongo. Behind the board sits the kitchen dashboard, a custom CMS on Next.js, TypeScript, Tailwind CSS, and shadcn/ui that charts revenue and order status; TanStack Query fetches, Drizzle on Neon stores the orders.

structure

Weekly Board · Pre-Order · Order Tracker · Prep Sheets
Schedule · Catalog · Media Library · Coupons

tokens

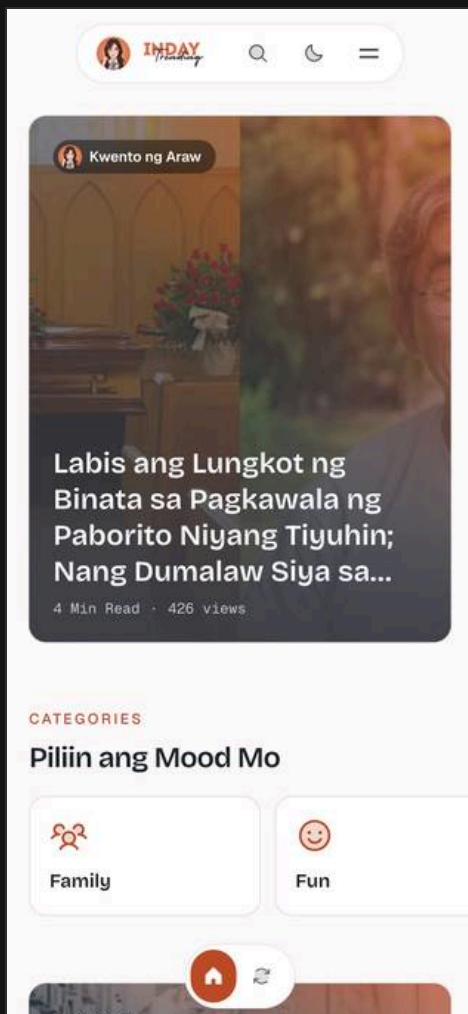
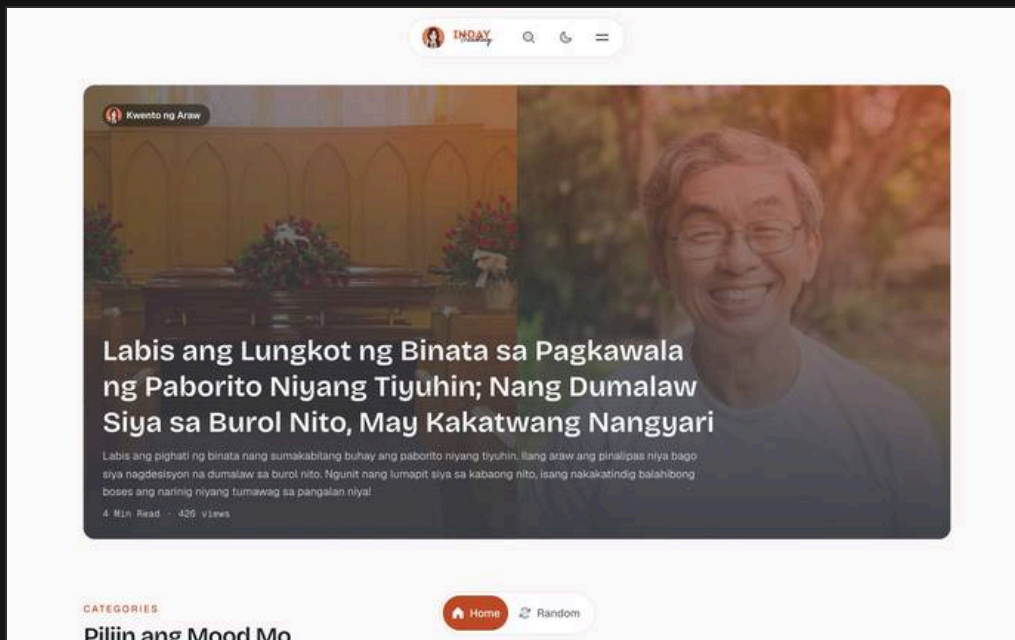
Playfair Display · Montserrat · Geist Mono



stack

TypeScript · Next.js · Tailwind CSS · shadcn/ui · TanStack Query
Custom CMS · Neon · Drizzle · PayMongo





about

A Tagalog story archive on a headless CMS

A Tagalog short-story publication. The home page opens on the story of the day: a full-width card with title, teaser, read time, and view count. A mood row filters the archive: family, fun, heartbreaking, inspiring, karma, and love. Trending and latest-stories grids follow. The article page carries the mood chips, title, counts, and story. A floating pill holds home, a random story, like, and share; the header holds search and a dark-mode toggle. Payload CMS stores the stories. Next.js, TypeScript, and Tailwind CSS render the front end.

structure

Featured Story · Moods · Trending · Latest Stories · Article

tokens

Bricolage Grotesque · Geist · Geist Mono



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#75563a

#444448

stack

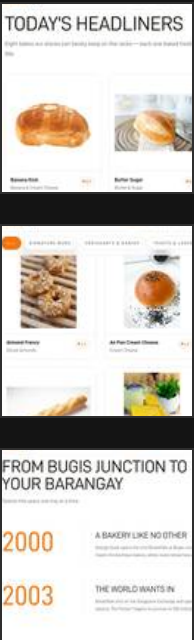
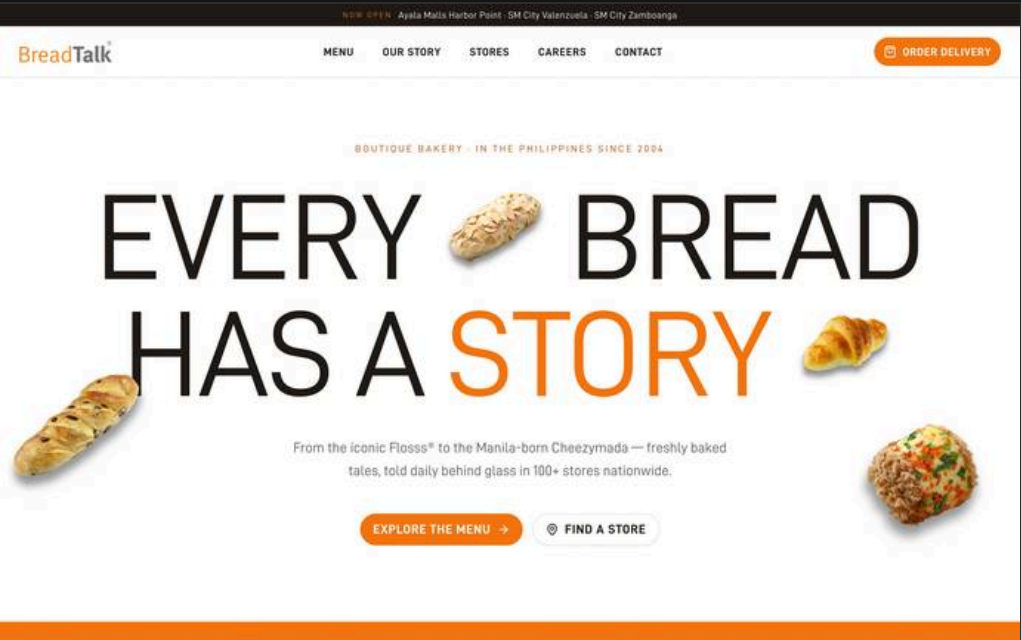
TypeScript · Next.js · Tailwind CSS · Payload CMS



BreadTalk Philippines

Food & Beverage · Website

case study



about

A bakery catalog you can filter and search

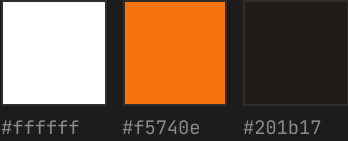
A rebuild of the bakery chain's site. A store ticker runs across the top bar and an Order Delivery button sits in the header. The hero sets the tagline in display type with bakes between the words, and two buttons, one to the menu and one to the store finder. A Today's Headliners grid shows eight bakes with the filling and the price on each card. The menu filters by category chip, searches by keyword, and puts a price on each card. The story page runs a year-by-year timeline from 2000. The site runs on Next.js, TypeScript, and Tailwind CSS.

structure

Menu · Our Story · Stores · Careers · Contact · Order Delivery

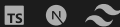
tokens

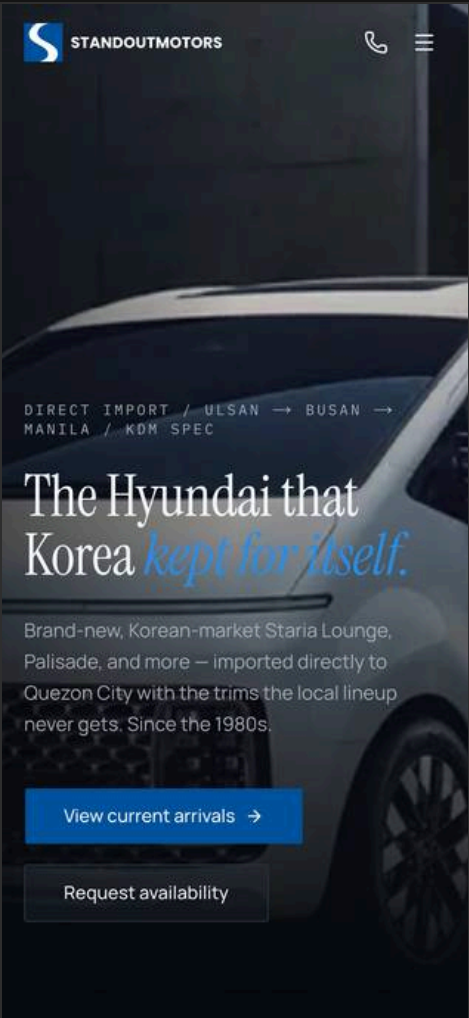
D-DIN · D-DIN Condensed · D-DIN Exp



stack

TypeScript · Next.js · Tailwind CSS





about

A short import list, one spread per vehicle

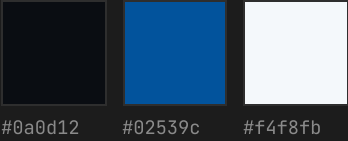
A marketing site for a direct importer of domestic-market vehicles. The hero names the current models and dates the business to the 1980s, with a button to the arrivals list and one to request availability. Each vehicle gets a spread: an index code, the model name, a one-line pitch, a paragraph, body, seating and powertrain specs, a detail link, and an English brochure. The company history closes the page, linking to how importing works and the showroom. The header keeps the phone number in view. The site runs on Next.js, TypeScript, and Tailwind CSS.

structure

Vehicles · About · Contact · Inquire

tokens

Instrument Serif · Manrope · IBM Plex Mono



stack

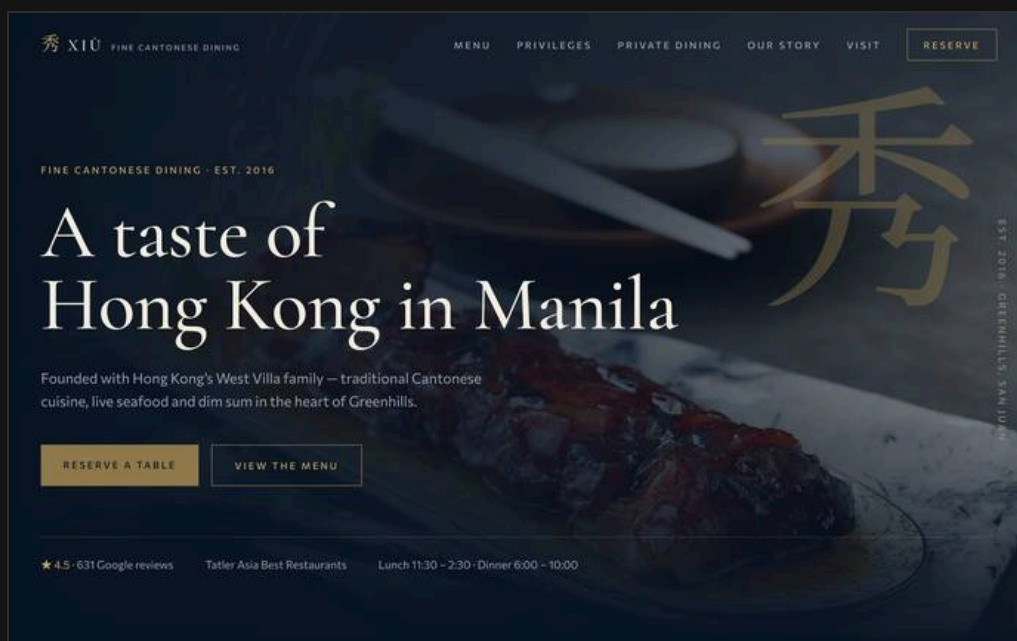
TypeScript · Next.js · Tailwind CSS



Xiu Fine Cantonese Dining

Food & Beverage · Website

case study



about

Five private rooms, one reserve button

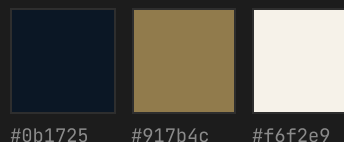
A marketing site for a Cantonese fine-dining restaurant. The hero pairs a reserve button with the menu link and lists the Google rating, a Tatler listing, and the service hours beneath. A signatures section shows the dishes the house is known for and links to the full menu. The private-dining section covers five rooms across three floors, with set menus for twelve. The house section traces the kitchen to the West Villa family and closes on a press quote. A visit block ends the page. The site runs on Next.js, TypeScript, and Tailwind CSS.

structure

Menu · Privileges · Private Dining · Our Story · Visit · Reserve

tokens

Cormorant Garamond · Commissioner · Noto Serif TC



stack

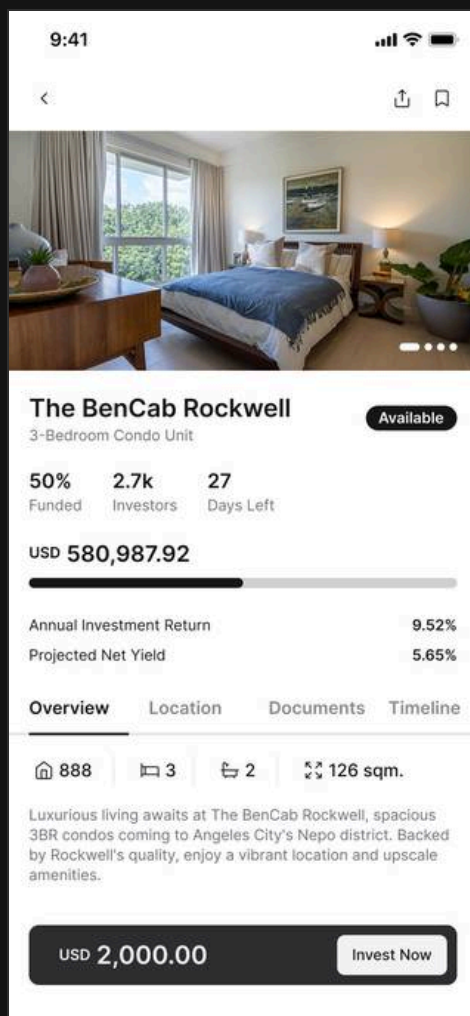
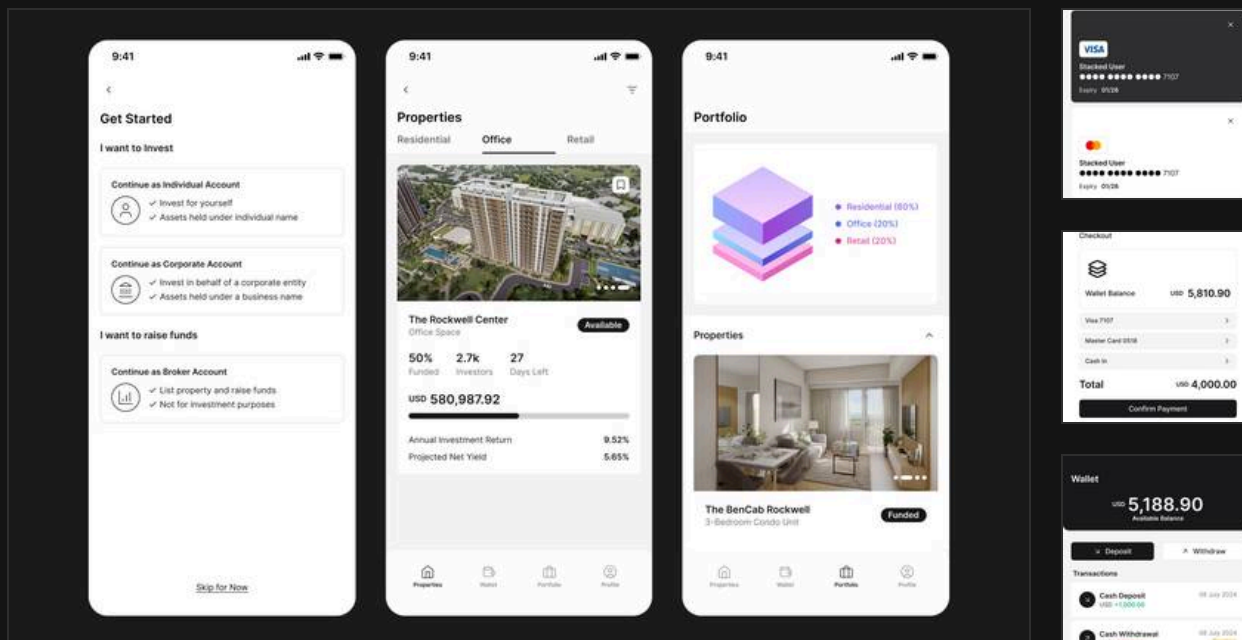
TypeScript · Next.js · Tailwind CSS



Stacked

Real Estate · Web Application

case study



about

Pick a property, fund it from a wallet

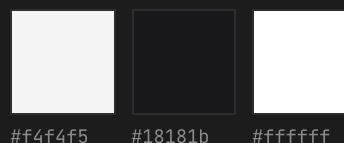
A real-estate investment app. Sign-up offers individual, corporate, and broker accounts. Properties list in residential, office, and retail tabs, each card with funded percentage, investor count, days left, annual return, and projected net yield. A property page adds overview, location, documents, and timeline tabs and an Invest Now bar. Checkout settles from the wallet, a linked Visa or Mastercard, or a cash-in. Wallet takes deposits and withdrawals; Portfolio charts allocation by property type. Built on Next.js, TypeScript, Tailwind CSS, and shadcn/ui.

structure

Get Started · Properties · Property · Review · Checkout
Payment Method · Wallet · Portfolio · Profile

tokens

Inter



stack

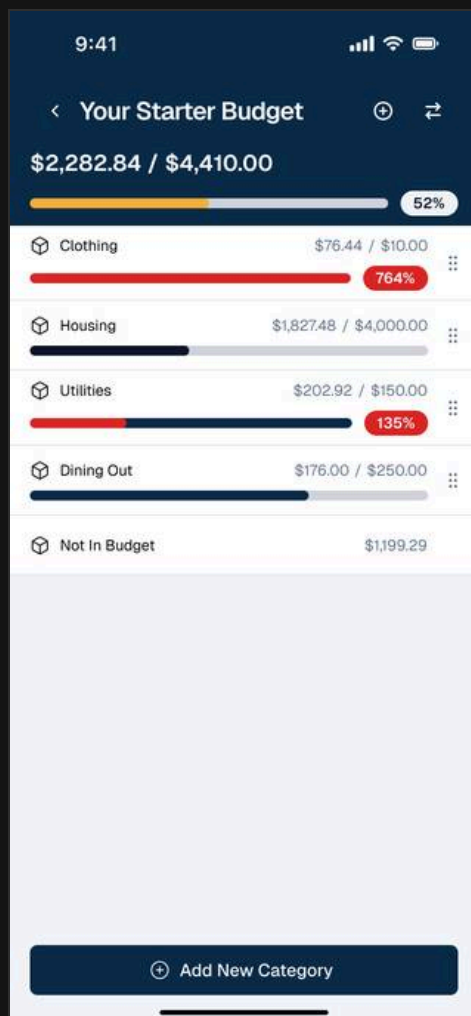
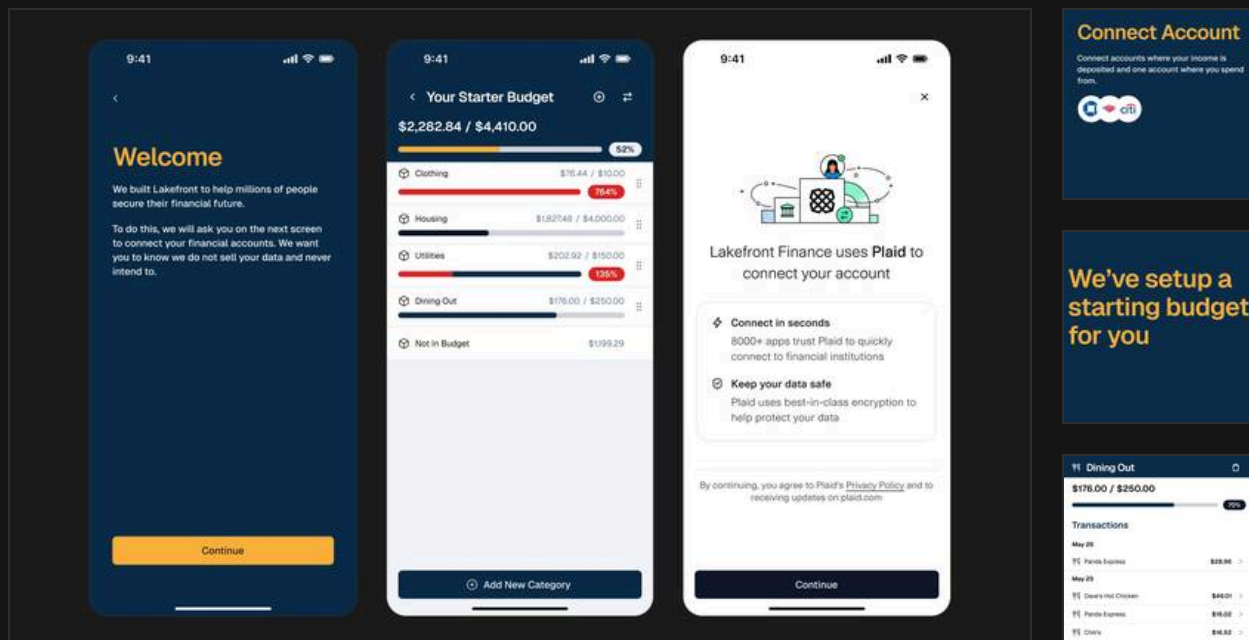
TypeScript · Next.js · Tailwind CSS · shadcn/ui



Lakefront Finance

Fintech · Web Application

case study



about

Link your accounts, get a starter budget

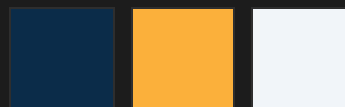
A budgeting app for a fintech. Plaid links the accounts your income lands in and one you spend from; from those the app sets a starting budget: total spent against the total limit, and a bar per category that turns red once spending passes the limit. A category page lists its transactions by day. The front end runs on Next.js, TypeScript, Tailwind CSS, and shadcn/ui, with TanStack Query and Zustand for data and state, the Plaid and REST APIs behind them, and Capacitor for mobile.

structure

Launch Screen · Onboarding · Login · Create Account
Connect Account · Plaid · Starting Budget · Budget
Budget Details

tokens

Inter



#0b2c49

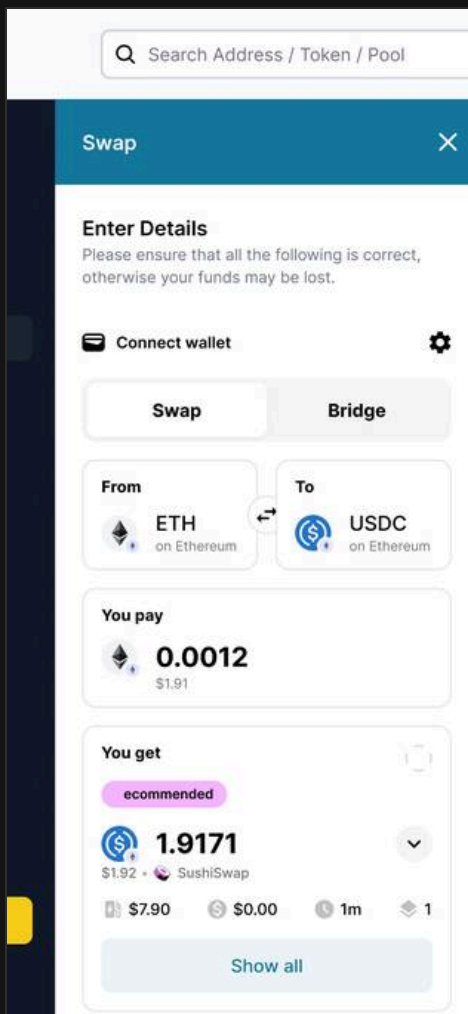
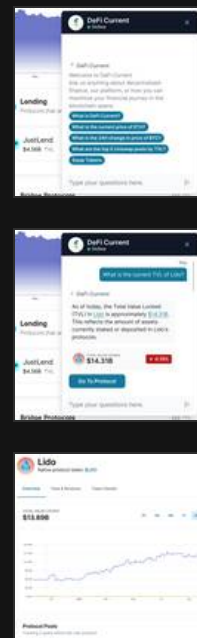
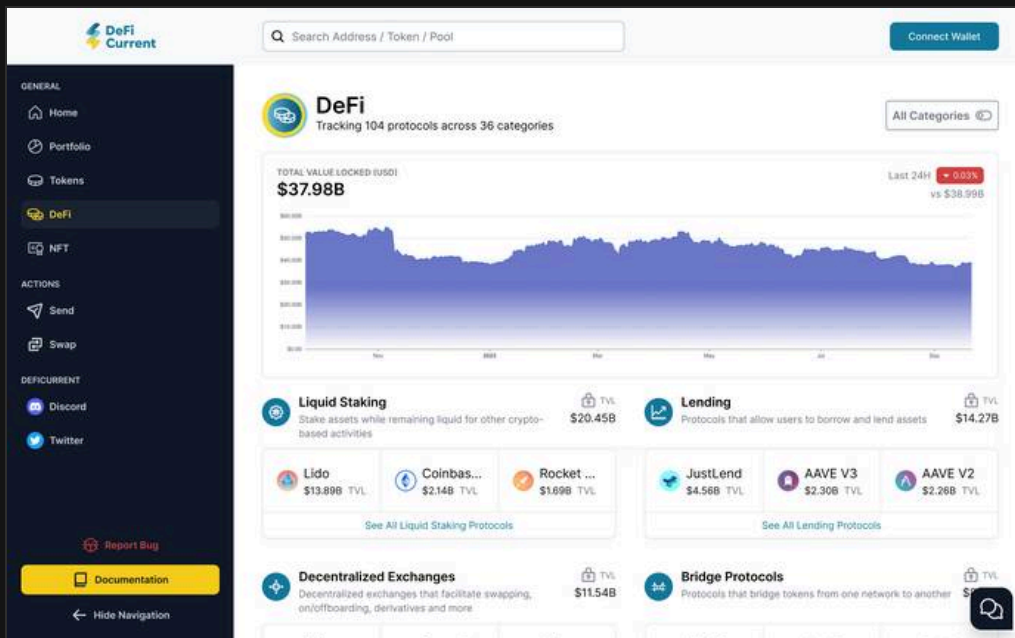
#fbb03b

#f1f5f9

stack

TypeScript · Next.js · Capacitor · shadcn/ui · TanStack Query
Plaid · Figma





about

A protocol tracker with a swap-ready chat assistant

A DeFi dashboard for Lakefront Finance. The DeFi view charts total value locked in category cards: liquid staking, lending, decentralized exchanges, and bridges, each listing its top protocols by TVL. A protocol page carries the native token, TVL chart, ratio and average APY, value locked per chain, and a pools table with base, reward, and 30-day APY. A chat assistant answers a protocol's current TVL and stages a swap: tokens, amount, and the recommended route with its fee and time. Built on Next.js, TypeScript, and Tailwind CSS with Redux for state.

structure

Home · Portfolio · Tokens · DeFi · NFT · Send · Swap

tokens



#111827 #13789b #f9fafb

stack

TypeScript · Next.js · Tailwind CSS · Redux





about

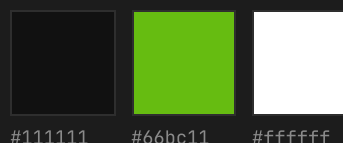
Sportsbook, live casino, and slots in one React front end

A sportsbook and casino platform. The sportsbook lists the day's events by league with handicap, over/under, and 1X2 odds for full time and first half. Live casino opens on the Tiger Club lobby, powered by Ezugi. Slots, games, and promotions hold tabs of their own, with a fixed CNY888 weekly rebate and a 100% deposit bonus. The header switches between Chinese and English. The front end is a React SPA with Redux and React Router, rebuilt after a failed first launch, on a Laravel back end with REST APIs. It adapts between desktop and mobile.

structure

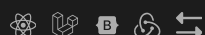
Home · Sportsbook · Live Casino · Slots · Games · Promotions

tokens



stack

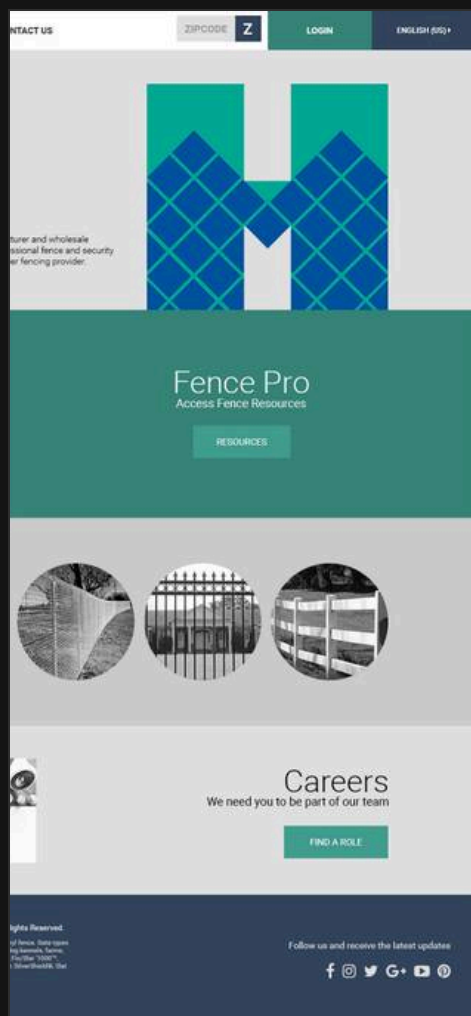
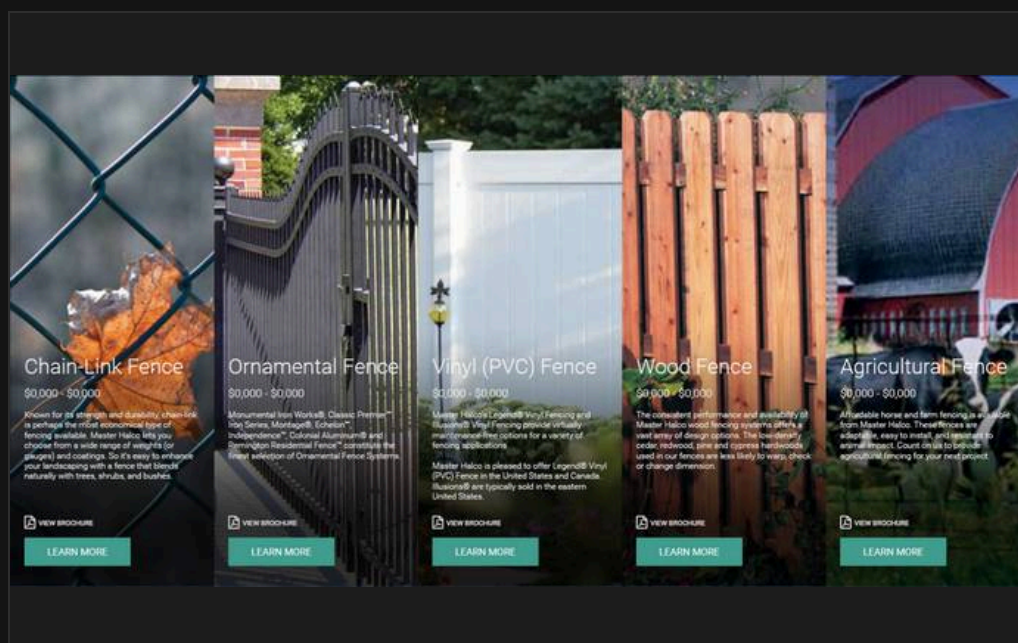
React · Laravel · Bootstrap · Redux · REST



Master Halco

Construction · Website

case study



about

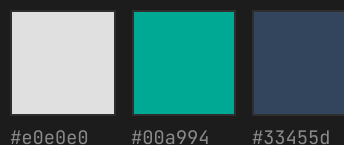
One fence catalogue, two front doors

A website design for a fence and fencing-materials manufacturer and distributor. The home page opens on the brand statement and splits into two doors: Consumer, with residential, commercial, and agricultural entry points, and Fence Pro, with a resources link. The header carries a zip-code field, a login, and a language switch. The consumer path opens on five fence types, chain-link, ornamental, vinyl, wood, and agricultural, each with a price range, a description, a brochure, and a learn-more link. The work is a set of Photoshop comps.

structure

Consumer · Fence Pro · Be Our Customer · Careers · Contact Us

tokens



stack

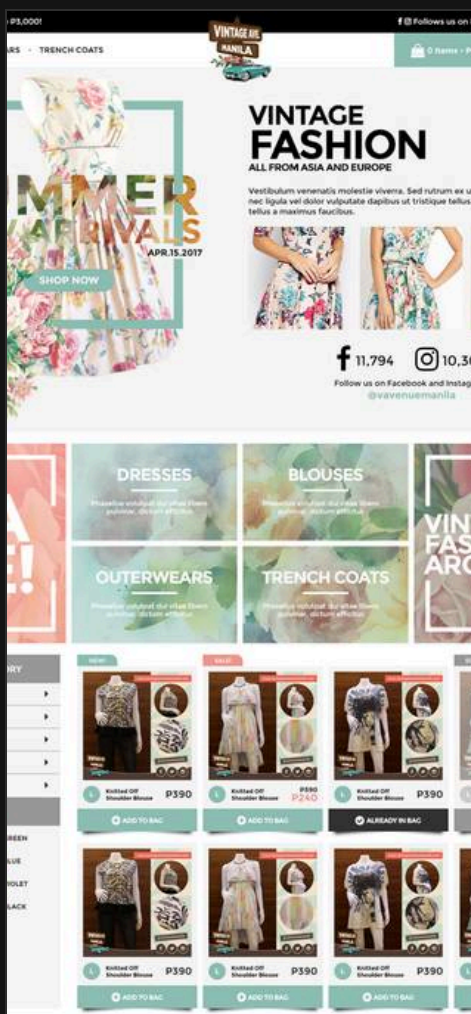
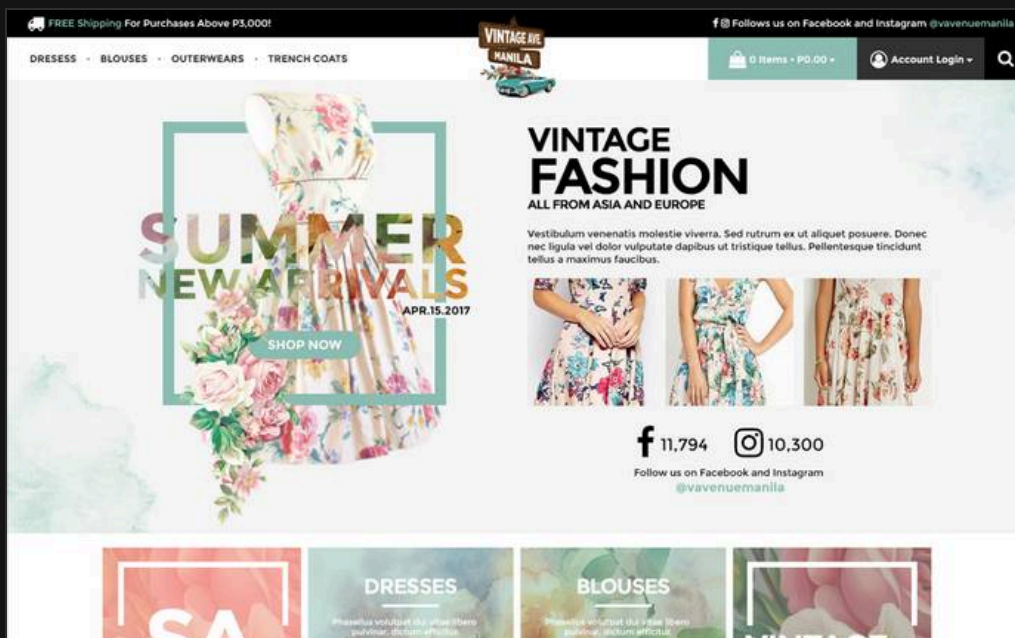
Adobe Photoshop



Vintage Avenue Manila

Fashion · Website

case study



about

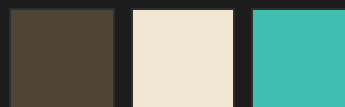
A vintage-fashion storefront on WooCommerce

An online shop for a vintage-fashion store. The home page opens on a Summer New Arrivals banner with a Shop Now button, beside a brand statement, three lookbook shots, and the follower counts. Product cards read new, on sale, or sold, each with a price and an add-to-bag button that flips to already-in-bag. A sidebar filters by category and by colour. The header holds the bag count, the bag total, and the login, and the top bar states free shipping above P3,000. WordPress and WooCommerce run the store, with PHP templates and jQuery on the front end.

structure

Dresses · Blouses · Outerwears · Trench Coats · Sale
Vintage Fashion Archives

tokens



#4e4536

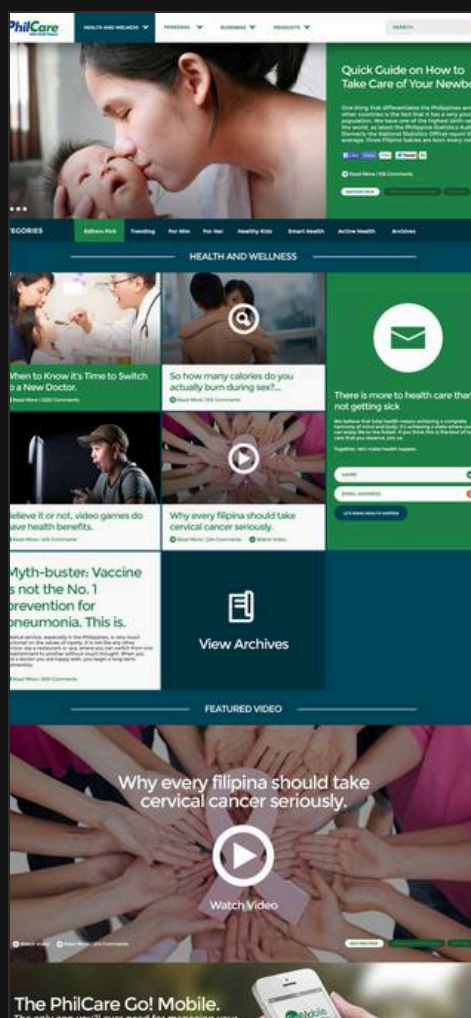
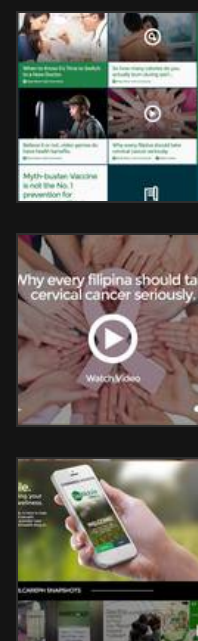
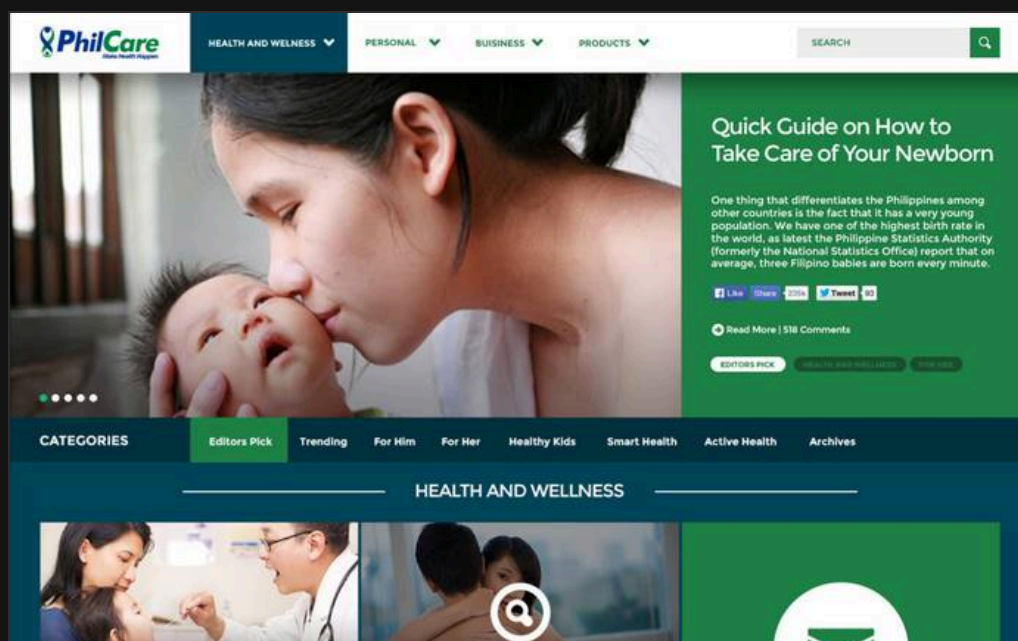
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stack

HTML · CSS · JavaScript · PHP · jQuery · WordPress · WooCommerce





about

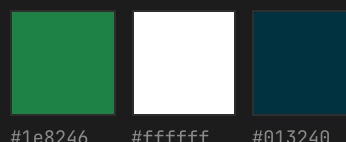
A health-content portal and the member app beside it

A content portal for a healthcare plan and its Go! Mobile app. The portal opens on an editors-pick carousel and a category bar, then a grid of article cards with comment counts, a newsletter tile, an archives tile, and a featured video. A banner links to the App Store and Google Play. In the app, My Health shows age, weight, height, and BMI over calories burned, heart rate, temperature, and water intake; beside plan benefits, exam appointments, results, and a provider finder. Photoshop comps cover both; HTML, CSS, JavaScript, and PHP make up the portal.

structure

Health and Wellness · Personal · Business · Products · My Health
My Providers · Calendar

tokens



#1e8246 #ffffff #013240

stack

HTML · CSS · JavaScript · PHP · Adobe Photoshop





\$ contact

Get in touch_

\$ mail

zngiron@gmail.com

\$ phone

+63 999 997 7260

\$ website

zngiron.com

\$ github

github.com/zngiron

\$ linkedin

linkedin.com/in/zngiron

Senior Front-End Engineer / Senior UX Designer

