

Ralph Ortiz

Software Engineer

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EDUCATION

Adamson University (AdU) | BS Computer Engineering

Graduation Date: Feb 2021

Academic Focus: Software Engineering, Web Development, Database Systems, Computer Networks, and Embedded Systems

Technical Projects: Built academic projects involving programming, database integration, and hardware-software system design.

TECHNICAL SKILLS

Frontend Development

- JavaScript
- TypeScript
- HTML5
- CSS3 / SCSS
- React.js
- Next.js / Remix

React Libraries & Packages

- React Router
- Redux Toolkit
- Zustand
- TanStack Query
- Axios
- React Hook Form

Headless CMS Platforms

- Headless CMS implementation
- Contentful
- Sanity
- Strapi
- CMS content modeling
- API-driven content management

Backend Development

- Node.js
- Express.js
- API development
- Middleware integrations
- Server-side logic
- Backend workflows

Databases & Data Handling

- MySQL
- PostgreSQL
- Data validation
- CRUD operations
- Data modeling
- Backend data processing

APIs & Integrations

- REST APIs
- GraphQL
- Third-party API integrations
- Webhooks
- API consumption
- External system integrations

Testing & Optimization

- Lighthouse
- Lighthouse CI
- Performance testing
- Accessibility checks
- QA testing support
- Browser testing

DevOps, Automation & Collaboration

- Git
- GitHub
- GitHub Actions
- Deployment support
- Jira
- Technical documentation

EXPERIENCE

WISEO Asia

Software Engineer (React + Shopify) - Independent Contractor
Philippines

June 2025 — Present
Cebu,

- Enhanced and maintained multi-market L'Occitane Shopify storefronts, supporting theme improvements, storefront fixes, localization updates, and client-specific feature requests across 14 regional Shopify stores.
- Developed and supported Shopify custom apps, middleware APIs, Python scripts, and Shopify Flow automations to improve internal workflows, third-party integrations, and operational efficiency.
- Implemented accessibility, cart, checkout, localization, and storefront enhancements, helping improve customer experience, release stability, and coordination across frontend, backend, and third-party systems.
- **Projects Handled:** L'Occitane Shopify websites, Shopify custom apps (Locci Discounts, Product Hub, Extensions)

GMA New Media Inc.

Software Engineer (React + Shopify)

Sep 2023 — April 2026
Manila, Philippines

- Built and delivered custom web applications, backend APIs, and MVP solutions for complex business integrations, improving operational workflows, third-party system connectivity, and overall platform functionality.
- Enhanced and maintained 3+ web applications by reviewing, configuring, and integrating third-party tools, ensuring they aligned with business requirements and worked smoothly with internal systems.
- Implemented frontend customizations, reusable components, dynamic content structures, and application enhancements using JavaScript, React, and backend API integrations, improving content flexibility, feature rollout speed, and long-term maintainability.
- **Projects Handled:** Ayala Malls: Sureseats website, Pet Express, Toy Kingdom, Crate & Barrel Shopify websites

MedGrocer

Software Engineer (React)

Jan 2023 — Aug 2023
Manila, Philippines

- Maintained and developed features for online pharmacy and clinic management platforms across 4 client accounts, improving system reliability and day-to-day platform usability.
- Resolved 150+ reported bugs and production issues, helping improve core workflows, user experience, and overall platform stability.
- Rebuilt a public-facing website using Next.js, Airtable CMS, GraphQL, and a custom component library, improving page load performance by approximately 45% and supporting better accessibility compliance aligned with WCAG 2.1 AA.
- **Projects Handled:** Medgrocer, Accenture, Maxicare Epharmacy websites

CERTIFICATIONS

- **AWS Certified Cloud Practitioner** — Amazon Web Services
- **Scrum Foundation Professional Certification - SFPC™** — CertiProf