

# Peter Garcia

Specializing in SaaS applications, e-commerce, Decentralized Platforms, Crypto projects, mobile and boutique designs.

[www.bricksandcanvas.com](http://www.bricksandcanvas.com)

## EXPERIENCE

### Bricks&Canvas - Personal Portfolio

[www.bricksandcanvas.com](http://www.bricksandcanvas.com)

Aug 2011- PRESENT

Worked with multiple US based startups and business in creating full visual software designs and developing those designs in html/css/javascript, and multiple others.

## TOOLS USED

- Vue.js / NuxtJS
- React / NextJS
- HTML/SCSS
- Docker
- Figma
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator

### Nansen.ai - Crypto Analytics company

[www.nansen.ai](http://www.nansen.ai) - Freelance

Jan 2022 - Apr 2022

Design and development for the marketing side of Nansen.ai. Responsible for marketing related design and development tasks including creating of landing pages, and setting up A/B tests.

- HTML/SCSS
- Figma
- Adobe XD
- Adobe Photoshop
- Webflow

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## SKILLS

1. User Interface Design
2. Branding and Identity Development
3. Front-end Development
4. Laravel
5. Node.js
6. ReactJS
7. Vue.js
8. Nuxt
9. HTML / CSS / JQuery
10. Docker
11. AWS

## FLUENT LANGUAGES

English

Tagalog

## **AquariumHub - Ecommerce, Aquarium enthusiasts**

[Aquariumhub.com](http://Aquariumhub.com)

Apr 2021 - Sept 2021

- Designed and developed a fully working Ecommerce Marketplace for aquarium enthusiasts
- Before I came in, AquariumHub was not in a state where the CEO was confident that the website will be able to capture the users that he wanted due to the outdated design and lack of basic web development practices when it was first developed.
- I designed the new user experience that captured the demographic that we were targeting (aquarium enthusiasts) and improving the overall aesthetic of the site.
- Developed the Front-end code for both buyers and sellers, and made the checkout as seamless as possible.
- Designed and developed the mobile version of the site (the website was not usable on mobile devices before I came in).
- Since the workload has been increasing over the next couple of months, I was also responsible to looking for new developers to help with new features of the site.
- Created the outline for the strategy of the social media campaign as well as prepared the templates to be used for other graphical needs and print materials.

### **TOOLS USED**

- **Woocommerce / Wordpress**
- **HTML/CSS/Jquery**
- **Adobe XD/Adobe Photoshop**

## **Immediation Inc.SAAS, Video conferencing platform for lawyers and clients.**

[www.immediation.com](http://www.immediation.com)

Jan 2020 - Apr 2021

- Worked and led a part of the development team to design and develop a multi-platform video conferencing and mediation tool for lawyers and claimants.
- I was responsible with handling the front-end team with 2 developers under me, and one QA.
- I talked with the CEO and other project owners about the

implementation of new features.

- Planning project scopes and goals as well as timelines on when new features will be pushed to production.
- Suggested, and implemented A/B testing for new features and design to track which works better and what doesn't.

#### TOOLS USED

- **AngularJS**
- **Docker**
- **Node.js**
- **HTML/CSS/Javascript**
- **Adobe XD / Adobe Photoshop**
- **Optimizely**

#### **Bitcoin.org — Mobile App Design / Web Design**

Jun 2021 - Aug 2021

[www.bitcoin.org](http://www.bitcoin.org)

Developed the user experience for bitcoin.orgs mobile wallet for iOS and Android as well as the landing page for the landing page of the mobile app

1. Designed the user experience for the mobile app, and worked with the CEO hand in hand to develop the user flow, and outline the shortcomings of the current design.
2. Designed developed the landing page for the launch of the mobile app.

#### TOOLS USED

- **Adobe XD / Adobe XD Photoshop / Adobe Dimension**
- **HTML/CSS/Jquery**

#### **Katcher Mobile Dating App, Founder and UI/UX Designer**

March 2019 - December 2020

<https://bricksandcanvas.com/work/katcher>

<https://play.google.com/store/apps/details?id=com.katcher.app>

Founded a mobile dating that aims to fix the disconnect of online dating by connecting people through their immediate location.

- Designed and developed the user experience and branding direction of the mobile application.
- Lead the direction of where the mobile app was going, and how to target potential users.
- *We we're about to launch the app when Covid-19 lockdown*

started so we had to postpone the launch.

## TOOLS USED

1. Adobe XD / Adobe Photoshop / Adobe Illustrator
2. React Native

## PERSONAL PROJECTS

### **PLATS.STUDIO** — *Founder & UI/UX Designer and Developer*

<https://plats.studio/>

Plats.studio is a headless commerce web design agency that caters to online businesses that want to leverage Shopify as their online business platform. Plats.studio offers custom design and development solutions leveraging ReactJS / Hydrogen for a more boutique solution to different kinds of business needs.

## TOOLS

- NEXTJS
- Hydrogen Framework
- HTML/CSS
- Adobe XD
- Adobe Photoshop
- Adobe Illustrator
- Docker

### **Whurkd** — *Founder and Developer*

<https://whurkd.com/>

Created a cryptocurrency jobsite platform that aims to make it easier for jobseekers to look for jobs that pay in bitcoin as well as make it easier for companies to manage, and market their job posts.

1. Designed the user experience of the whole application.
2. Developed features like:
  - a. Multiple user roles (jobseekers, employers)
  - b. User profiles
  - c. Company profiles
  - d. Job search and filter
  - e. Company Calendar
  - f. Candidate tracking Kanban feature
  - g. Social media post creator (Similar to Canva)

- h. Automatic notifications when candidate is moved to a different column in the Kanban
- i. Candidates can apply to job posts in a few clicks
- j. And many more.

## TOOLS

- PHP Laravel
- Adobe XD / Adobe Photoshop
- HTML/SCSS
- Docker
- JQuery
- Vue .js
- Tailwind
- Docker

## **FRENCHIECLUB.IO** — *FOUNDER*

<http://frenchieclub.io/>

FrenchieClub is a limited NFT collection of 1100 Frenchies. I lead the design direction as well as the marketing efforts.

## **EDUCATION**

**University of San Carlos, Cebu, Philippines** — *Bachelor of Science in Computer Studies*

