**CARL JUDE C. SANTOCELDES**
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## WORK EXPERIENCE

**CreativeX Techlabs Inc. |** Full-stack Developer — Nov 2025 – Present

- Built an internal site-management CMS (Laravel 12, Filament) that centralized AWS operational data, automated site-health monitoring, and enabled rapid detection of outages, improving visibility and reducing manual maintenance efforts across managed websites.
- Designed and implemented the core frontend architecture for a new Nuxt 4 application, establishing reusable UI components, centralized state management with Pinia, and a shared API layer that improved developer productivity and enabled scalable long-term growth.
- Rebuilt a key revenue-generating platform in Nuxt, improving site performance, responsiveness, and reducing deployment times by up to 79% (541s → 114s).
- Expanded the company's AI-Kit automation platform with Jira-driven task execution, Playwright-based AI testing, automated QA artifact generation, and Hermes-powered PR review workflows, reducing manual testing effort and accelerating software delivery.

**Freelance (Discord server) |** Multimedia Designer / Artist — Dec 2024 – Sep 2025

- Produced high-impact reels and short-form videos for online clients, driving engagement and enhancing digital visibility.
- Designed eye-catching product graphics for a milk tea brand, fueling brand recognition and customer attraction on social platforms.
- Created layouts and tarpaulin designs for local businesses and events.
- Edited and enhanced student project films, applying cinematic storytelling techniques and motion graphics.

**Freelance (Discord server) |** Junior Software Developer — Aug 2024 - Dec 2024

- Launched multiple custom websites, tailored to client branding and business needs.
- Architected CMS and LMS platforms, empowering clients with flexible content and learning management solutions
- Played a key role in the development of a Human Resource Information System (HRIS) for a startup, contributing to its core operational infrastructure.

## EDUCATION

**University of Southern Mindanao** | *Bachelor of Science in Computer Engineering* — 2019 – 2024
**Internship:** Software Developer Intern, University of Southern Mindanao

## TECHNICAL SKILLS

**Languages:** JavaScript, TypeScript, PHP, SQL, HTML, CSS
**Frameworks:** Laravel, Filament, Nuxt, Vue, Pinia, Next.js, React, Tailwind CSS
**Testing & Tools:** Vitest, Git, GitHub, Docker, VS Code, Figma, WordPress, Elementor, Webflow