

# Hart Lorenzo S. Pableo

Full-Stack Web Developer • Cebu, Philippines

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## ABOUT

Filipino full-stack web developer focused on delivering high-performance, accessible, and secure web experiences that drive business results.

Working primarily with **Drupal**, **WordPress**, and **custom PHP**, I span both front-end and back-end development. I design solutions that bring clear benefits to your projects and business:

- **Higher Conversions & Better SEO:** Fast, lean, and optimized web pages keep visitors engaged and rank better on search engines.
  - **Lower Maintenance Costs:** Intentionally simple, clean, and maintainable codebases are easy to scale and adapt without accumulating technical debt.
  - **Reduced Legal & Security Risks:** Compliance with modern accessibility standards (WCAG) and robust security best practices protect your brand.
  - **Pragmatic, Cost-Effective Execution:** Strong engineering judgment ensures the right tools are used for the job, avoiding unnecessary bloat.
  - **Responsible AI Augmentation:** Integrating AI tools securely and only when necessary, ensuring codebase integrity, data privacy, and security are never compromised for speed.
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## EXPERIENCE

### WordPress & Drupal Full-Stack Developer

2022 – Present

Marameo Design (AU) **CONTRACT**

Developed and maintained Drupal and WordPress websites for clients of varying scales, handling custom front-end and back-end development, reusable components, security, optimisation, and accessibility. Managed monthly care plans, client support, data migrations, API integrations, and DNS management.

Tech: Drupal, WordPress, PHP, MySQL, JavaScript, React, SCSS, TailwindCSS, Bootstrap, Linux, SSH, DDEV, Git, DNS, Data Migration, Accessibility, Optimisation

### WordPress Developer

2021 – 2022

Proweaver (PH) **FULL-TIME**

Converted XARA design files into static and WordPress websites using HTML, CSS, jQuery, and PHP, handling full setup, QA, and content updates. Mentored junior developers, and contributed a TailwindCSS-based conversion template to improve team workflow.

Tech: WordPress, PHP, HTML, CSS, jQuery, TailwindCSS, Git, Filezilla, XAMPP

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## PROJECTS

A selection of personal projects developed outside of client/full-time work.

### Digimenu SAAS

A SaaS for Filipino SMEs that provides solutions for digitizing menus and tracking orders seamlessly and in real-time, without the overhead of complex systems.

Tech: Docker, Nginx, AssetMapper, Preact, Symfony, MySQL, Bootstrap 5

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## FOCUS AREAS

### **CMS**

Custom Drupal & WordPress builds + Gutenberg blocks development

### **Front-end**

HTML, CSS, JavaScript, React, Preact, TailwindCSS, Bootstrap

### **Back-end**

PHP, Symfony, SQL, MySQL, DNS, Data migration

### **Practices**

Simple & efficient architecture, readable codebases, long-term maintainability, accessible & secure websites, AI augmentation