

# Hernan Joseph M. Terania

**Frontend Engineer / [hernanosaurus.dev](https://hernanosaurus.dev)**

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## Professional Summary

**Frontend Engineer** with a background in creative development, now building web and mobile applications using **React, TypeScript, and modern JavaScript libraries & frameworks**. Experienced in working on real-time systems, enterprise platforms, and integrating APIs, with a focus on simplicity and usability.

## Skills

**Coding:** HTML, Javascript (ES6+), (S)CSS/ SASS, Typescript, PHP

**Libraries and Frameworks:** Jquery, React, React Native, Redux, Redux Toolkit, React Query, Vue.js, Pinia, AngularJS, NgRx, Ember.js, NestJS, GSAP, TailwindCSS, Ant Design, styled-components, Material UI, Bootstrap, Expo, Laravel

**Ad and Email Development Platforms:** Doubleclick, Sizmek, TrueX, Litmus, Email on Acid

**Tools:** VS Code, IntelliJ, Git, Agile / Scrum, Jira, Webflow, Vite, Create React App, Postman, One Signal, Websockets

**Design:** Figma, Adobe Photoshop, Adobe Illustrator

## Experiences

### Frontend Engineer

@ Freelance ( OCT 2020 - PRESENT • REMOTE )

- Delivered **production-grade web and mobile applications** across creator platforms, enterprise systems, and high-traffic media products
- Built the **MVP of an Ad Library platform**, enabling advanced search, filtering, and bookmarking of ad creatives for marketing workflows
- Developed frontend for an **AI-powered copywriting tool**, supporting prompt-based content generation and reusable workflows for ad creation
- Contributed to **fan engagement platforms**, implementing personalized user experiences and real-time interaction features
- Engineered **real-time systems using WebSockets**, including embeddable live content feeds with instant updates
- Built and maintained **cross-platform mobile apps (iOS & Android)** using React Native and Expo, including authentication flows, push notifications, and live data features
- Developed **real-time sports applications**, delivering live scores, match updates, player data, and interactive dashboards
- Took ownership of an existing **education and workshop management**

**platform**, onboarding into a large codebase, improving architecture, and delivering new features across user and admin portals

Built **registration and admin systems** for managing enrollments, waitlists, and attendance tracking

- Developed **creator monetization platforms**, enabling customizable profiles, link sharing, and content monetization features
- Implemented **Web3 asset minting flows**, including real-time status updates and metadata handling, and contributed to backend APIs using NestJS
- Contributed to **enterprise logistics and transportation systems**, building shipment tracking, analytics dashboards, and workflow automation tools
- Built **scalable, reusable UI components** and optimized performance for data-heavy applications
- Translated Figma designs into **responsive, accessible, and high-performance user interfaces**
- Worked closely with designers, backend engineers, and stakeholders to **deliver features from concept to production in remote environments**

### Online Ads & Email Template Developer

@ MRM MCCANN ( JUN 2020 - NOV 2021 • TAGUIG )

- Developed **responsive HTML email templates** optimized for cross-client compatibility (Gmail, Outlook, mobile)
- Built **interactive digital ad experiences** using HTML, CSS, and JavaScript, improving engagement and campaign performance
- Collaborated closely with designers and creative teams to **translate visual concepts into functional, high-quality implementations**
- Implemented **dynamic content and personalization features** for marketing campaigns

### Earlier Experience – Creative & Advertising Development

@ Joystick Interactive • Sizmek • Cognizant • Wideout Workforces ( 2010 – 2020 )

- Built **interactive rich media ads and digital campaigns** using HTML5, CSS3, JavaScript, and animation tools
- Developed **high-performance ad creatives** across multiple platforms, focusing on engagement and responsiveness
- Created **reusable templates and scalable ad formats** for marketing campaigns
- Developed **visually engaging and technically optimized digital experiences**, partnering with creative and development teams

## Education

**Bachelor of Science** in Information Technology, 2010,  
**Polytechnic University of the Philippines** – Mabini Campus.