

Rhysin Villahermosa

Full Stack Developer

09273743328 • rhysinqvillahermosa@gmail.com • Lahug Cebu City
<https://rhysin-dev.vercel.app/>

Summary

Full Stack Developer with 4+ years of professional experience building, deploying, and maintaining web and mobile applications. Proficient across the full development stack, from front-end interfaces (React, React Native/Expo) to server-side architecture (Node.js, Laravel, PHP) and databases (MongoDB, MySQL). Experienced in integrating third-party services including payment gateways, messaging APIs, and email platforms. Background includes WordPress/Drupal development, performance optimization, and technical SEO. Proven ability to ship cross-platform mobile apps to the App Store and Google Play. Increasingly leveraging AI-assisted development tools to accelerate coding, research, debugging, and repetitive tasks while maintaining technical ownership and making final architectural and implementation decisions.

Skills

- **Languages:** JavaScript, TypeScript, PHP, HTML/CSS, SQL
- **Frontend:** React, React Native, Expo, Tailwind CSS, Sass
- **Backend:** Node.js, Express, Laravel, RESTful APIs, PHP
- **Databases:** MongoDB, MySQL
- **Mobile:** React Native, Expo, App Store & Play Store deployment, Push Notifications (Firebase/APNs), OTA Updates
- **Integrations:** CoastalPay, Twilio, SendGrid, Webhooks, OAuth/JWT
- **DevOps & Tools:** CI/CD Pipelines, Git, Environment Management (Staging/Production), Error Monitoring/Logging
- **CMS:** WordPress, Drupal
- **SEO:** Technical SEO, On-Page SEO, Google Search Console, Core Web Vita

Work Experience

Marameo Design
Wordpress/Drupal Developer
September 2024 - Present

- Develop and maintain WordPress and Drupal websites, including custom theme implementations, plugin/module development, and PHP-based functionality.
- Translate client requirements and design specifications into responsive, accessible, and maintainable web solutions.
- Perform technical SEO audits and implement improvements related to crawlability, indexing, redirects, canonical URLs, XML sitemaps, robots.txt, structured data, and site architecture.
- Investigate and resolve technical issues affecting search engine visibility, including indexing errors, broken links, duplicate content, and incorrect URL handling.
- Monitor organic search performance through Google Search Console and use search data to identify technical issues and optimization opportunities.
- Improve website performance through page-speed optimization, asset optimization, and front-end improvements, with consideration for Core Web Vitals.

- Implement SEO-focused improvements to WordPress websites while maintaining compatibility with existing themes, plugins, and custom functionality.
- Develop custom PHP and MySQL solutions to support dynamic website functionality and client-specific requirements.
- Work closely with designers, QA, project managers, and clients to troubleshoot issues, evaluate requirements, and deliver technical solutions.
- Manage development tickets, investigate production issues, and implement reliable fixes while maintaining existing website functionality.

FreeHill

Node FullStack Developer

January 2026 - Present

- Develop and maintain large-scale web applications using Node.js, React, and RESTful APIs, supporting high-traffic and data-intensive systems.
- Build and deploy cross-platform mobile applications using React Native and Expo, managing the full release lifecycle through the Apple App Store and Google Play Store.
- Integrate third-party payment processing (CoastalPay), implementing webhook handling, payment error handling, retry logic, and refund flows.
- Implement communication services through Twilio (SMS) and SendGrid (email), integrating webhooks and event-driven workflows into the application backend.
- Design and implement API authentication using OAuth and JWT tokens, along with rate limiting and API throttling to protect backend services.
- Configure push notifications via Firebase (FCM) and APNs, and manage OTA updates through Expo for seamless mobile app delivery.
- Design database schemas, manage migrations and indexing strategies to support application performance and data integrity.
- Manage staging and production environments, implementing CI/CD pipelines and automated deployment workflows.
- Write and maintain automated tests (unit and integration) and implement error monitoring and logging to ensure application reliability.
- Collaborate with cross-functional teams, designers, and clients to gather requirements and deliver tailored digital solutions.

Freelance

WordPress/Web Developer

- Build, customize, and maintain WordPress websites, supporting clients from initial development through ongoing website improvements and optimization.
- Implement on-page SEO strategies by optimizing page titles, meta descriptions, headings, content structure, images, internal linking, and other key page elements.
- Conduct keyword research and use search intent and Google Search Console data to identify content opportunities and improve organic search visibility.
- Monitor website search performance through Google Search Console, analyzing queries, impressions, clicks, indexing status, and page-level performance.
- Perform technical SEO checks and resolve issues involving indexing, redirects, canonical URLs, XML sitemaps, robots.txt, broken links, duplicate content, and structured data.
- Support local SEO initiatives by optimizing location-focused content and improving website signals that contribute to local search visibility.
- Improve website speed and user experience through image optimization, front-end improvements, responsive design adjustments, and WordPress performance optimization.
- Optimize existing website content and page structures based on SEO requirements, business objectives, and user experience considerations.
- Make design and layout improvements to WordPress websites, adapting existing pages when a new design is not available.
- Troubleshoot WordPress issues involving themes, plugins, forms, layouts, content, and website functionality.
- Communicate directly with clients to understand requirements, provide technical recommendations, and deliver practical website and SEO improvements.

Proweaver Inc.
Wordpress Frontend Developer II
Keppel Center, Suite 303, Cebu City, 6000 Cebu
August 2022 - August 2024

- Converted Xara Design Layouts to responsive websites using WordPress, ensuring optimal user experiences and aligning with project goals.
- Collaborated with design and content teams to add comprehensive information and enhance website performance.
- Implemented SEO best practices and resolved technical issues to improve search engine rankings and functionality.

GOH Management - Harolds Evotel
IT Specialist Intern
146 Gorordo Ave, Cor C. Rosal St, Cebu City, 6000
July 2018

- Assist employees with hardware and software issues, providing troubleshooting and guidance for resolving problems.
- Help set up new computers, install software, and configure hardware components.

Education

Cebu Technological University- Argao Campus
Bachelor of Science in Information Technology
2018-2022