

RICHARD E. LAPITAN

Web Developer

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Portfolio: <https://richardistheman.com/portfolio/>

Live Projects Available Upon Request

SUMMARY

WordPress Developer focused on building high-performing, conversion-oriented websites across healthcare, e-commerce, and business operations. Delivered 9+ production websites using Elementor, WooCommerce, and PHP, with emphasis on responsive design, performance optimization, and user experience.

CORE SKILLS

WordPress: Elementor Pro, WooCommerce, theme customization, plugin configuration

Frontend: HTML, CSS, responsive design

Performance: Page speed optimization, on-page SEO, usability improvements

Debugging: Plugin conflicts, layout issues, front-end bugs

TOOLS & PLATFORMS

WordPress, Elementor Pro, WooCommerce | HTML, CSS, JavaScript | Canva, Adobe Photoshop

EXPERIENCE

Freelance Web Developer

February 2024 - Present

- Delivered 9+ WordPress websites across healthcare and e-commerce, improving client digital presence and conversion readiness
- Reduced page load times by 30–50% through image optimization, plugin reduction, and performance tuning
- Built high-converting landing pages using Elementor Pro, improving mobile usability and engagement rates
- Configured WooCommerce stores with optimized product pages and checkout flows, supporting online transactions and customer retention
- Resolved plugin conflicts and front-end issues, improving site stability and reducing downtime incidents

Operations & Documentation Specialist (Maritime Industry)

2014 – 2026

- Managed regulated documentation with strict accuracy and deadlines
- Maintained workflow efficiency in high-pressure operational environments

Healthcare Websites (6 Projects) YasFood Trays (E-commerce) Developed WooCommerce store with optimized product pages and ordering flow Improved user experience through structured navigation and mobile responsiveness CREWMIS (Web App – PHP) Built internal web application for crew management, supporting payroll, deployment, and reporting workflows Streamlined operational processes by organizing system logic and data handling

SELECTED PROJECTS

- Healthcare Websites (6 Projects)
 - Built telehealth websites with structured intake flows, improving user navigation and service accessibility
 - Implemented responsive layouts to ensure consistent performance across mobile and desktop devices
 - YasFood Trays (E-commerce)
 - Developed WooCommerce store with optimized product pages and ordering flow
 - Improved user experience through structured navigation and mobile responsiveness
 - CREWMIS (Web App)
 - Built internal web application for crew management, supporting payroll, deployment, and reporting workflows
 - Streamlined operational processes by organizing system logic and data handling
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EDUCATION

Bachelor of Science in Computer Science

Polytechnic University of the Philippines

2010-2012