Jay Mark Nicolas

Full-Stack Software Engineer

jaymarknicolas.dev@gmail.com | +639978691659 | Cebu, Philippines (GMT+8) | Open to remote
jaymarknicolas.com | linkedin.com/in/jay-mark-nicolas-157621258 | github.com/jaymarknicolas

Full-Stack Software Engineer with 4+ years of experience building production web, mobile, and desktop applications with React, Next.js, TypeScript, Laravel, and WordPress. Currently delivering WordPress/Divi sites, custom plugins, and Microsoft Power Platform automations. Cum Laude IT graduate with Google and Meta certifications in UX and front-end development, experienced collaborating remotely with US and international teams.

Experience

Apteum, Full-Stack Engineer *May 2026 - Present*

- Build, maintain, and support responsive WordPress websites on Divi.
- Develop custom WordPress plugins that extend site functionality for business-specific requirements.
- Automate business workflows with Microsoft Power Automate and the Power Platform, reducing manual processes.

Joval Group, Full-Stack Engineer *May 2026 - Present*

- Develop and maintain WordPress and Divi websites, translating requirements into polished, responsive pages.
- Create and support custom WordPress plugins tailored to internal and client needs.
- Streamline internal processes with Power Automate flows and Power Platform solutions.

WorkHero, WordPress Developer & Support (Part-time, Remote US) *Feb 2026 - Jun 2026*

- Built and updated client websites using Elementor, WooCommerce, Advanced Custom Fields (ACF), and custom PHP themes.
- Resolved maintenance and support tickets, including bug fixes and WordPress core, theme, and plugin updates.
- Improved performance, SEO, and Core Web Vitals; handled security hardening, backups, and site migrations.

Scaleforge, Intermediate Frontend Engineer *Jun 2025 - May 2026*

- Developed scalable, high-performance web applications using Next.js, Svelte, and TypeScript.
- Built cross-platform desktop applications with Electron.js for Windows, macOS, and Linux.
- Optimized interfaces for accessibility, SEO, and Core Web Vitals using lazy loading, code splitting, and asset caching.
- Integrated REST and GraphQL APIs with efficient data-fetching and caching strategies.
- Contributed to the design system and internal component library alongside designers, using Tailwind CSS.

Syntactics Inc., Junior Web Developer *Jul 2022 - Jun 2025*

- Delivered responsive websites and web apps using Next.js, React, Laravel, WordPress, and TypeScript.
- Built custom WordPress themes and plugins with a focus on accessibility, cross-browser support, and performance.
- Implemented GraphQL integrations with Apollo Client for efficient data fetching, caching, and real-time updates.
- Developed cross-platform mobile apps with Ionic and React Native, integrated with web backends.
- Recognized with company awards for innovation, performance, and contributions to high-impact projects.

Freelance Web & Software Developer, Self-Employed *May 2022 - Present*

- Built full-stack applications for clients using Next.js, React, GraphQL, Prisma, and PostgreSQL.
- Delivered an Inventory & POS system, a construction monitoring platform, and job/business portals with role-based access and analytics dashboards.
- Prototyped lightweight reactive apps with Svelte and SvelteKit.

EFAM International (Internship), WordPress Developer & UI/UX Designer *Feb 2022 - May 2022*

- Designed responsive templates in Figma and built the official website for the United Nations World Peace Association (UNWPA).
- Developed custom post types, category structures, and contact forms integrated with UNWPA's email system using PHP.

Skills

Languages: JavaScript, TypeScript, PHP, Python, Java, HTML, CSS, SQL

Frontend: React, Next.js, Svelte/SvelteKit, Vue.js, Angular, Tailwind CSS, Redux, React Native, Ionic, Electron.js

Backend & Data: Laravel, Node.js, Express.js, GraphQL (Apollo), REST APIs, Inertia, PostgreSQL, MySQL, Prisma, Supabase, Firebase

WordPress & CMS: Custom Themes & Plugins, Divi, Elementor, Gutenberg, WooCommerce, ACF, Shopify

Automation: Microsoft Power Automate, Power Apps, Power Platform, SharePoint, Microsoft 365

Tools & Practices: Git/GitHub, Docker, Vercel, Figma, Storybook, CI/CD, Agile, Core Web Vitals, SEO

Selected Projects

Qorvex (qorvexflow.vercel.app): Customizable productivity dashboard with draggable widgets (to-do list, Pomodoro timer, embeds). Next.js, TypeScript, NextAuth, Prisma, PostgreSQL.

Synthetik (sticker-generation.vercel.app): AI platform turning uploaded images into print-ready sticker designs, with an admin fulfillment dashboard. Next.js, OpenAI API, Tailwind CSS, shadcn/ui.

Happy Feet & Apparel POS: Inventory and point-of-sale system with real-time stock tracking, barcode scanning, and sales reports. Next.js, Prisma, PostgreSQL, Chart.js.

Valencia City PESO System: Job posting and applicant tracking system with RESTful APIs and an accessible interface designed in Figma. React, Laravel, MySQL.

Education

Central Mindanao University *Aug 2018 - Jun 2022*
Bachelor of Science in Information Technology, Cum Laude

Certifications

Google UX Design (Google, 2025) · Crash Course on Python (Google, 2025) · Command Line Basics in Linux (Coursera, 2024) · Meta Front-End Developer (Meta, 2023) · Advanced React (Meta, 2023) · Principles of UX/UI Design (Meta, 2023)