



Ronald Adrian Sarinas

Systems Builder & Operator · E-commerce & Web QA

Self-taught builder of AI-powered automation systems — with the QA eye, earned at Google & Informdata, to keep them clean.

CONTACT

LOCATION

Pasig, Metro Manila, PH

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+63 977 685 2325

PORTFOLIO

rasarinas-portfolio.pages.dev

SKILLS

Building & Automation

Python (30+ tools)

Meta Marketing API

GitHub Actions

AI Content / Image Gen

Webhooks & APIs

Power Automate

Ops & Integration

Command Center (live ops)

Inventory / Orders

Chatbot + CRM

Content Scheduling

Testing & QA

Functional Web QA

Cross-Device Testing

Bug Tracking & Escalation

Content / Pricing / SKU Audits

Playwright

Analytics & Data

Microsoft Clarity

Meta Ads Insights

Power BI

Data Reconciliation

HTML / CSS / JS

LANGUAGES

English

Fluent — professional

Filipino / Tagalog

SUMMARY

Self-taught systems builder who designs, builds, and operates the whole stack — and brings a quality-assurance eye earned from years of high-stakes review work. I run a live e-commerce brand (DuberyMNL) on an integrated system I built end-to-end: AI content generation, a storefront and funnel, a Messenger chatbot with CRM capture, inventory and order tracking, and a command center that ties it together — operated mostly solo. The QA instinct comes from the work — reviewing 200+ business websites a day at Google-grade standards and quality-checking sensitive court data at Informdata — and tool-building powered it up: I read the live behavior data (Microsoft Clarity), catch what's off, and because I built it, I fix it.

EXPERIENCE

Founder · Systems Builder & Operator

Jan 2021 – Present

DuberyMNL — duberymnl.com

- Built and operate an integrated system, run mostly solo — AI content & image pipeline, storefront and funnel, a Messenger chatbot with CRM capture, and a command center for orders, inventory, scheduling, and lead recovery. What would normally take a small team, one person runs.
- Wrote 30+ Python tools orchestrating the Meta Marketing API, Google Sheets/Drive, and AI image/content models; automated posting and scheduling via GitHub Actions.
- QA the live site continuously: read Microsoft Clarity behavior data to catch dead clicks and slow loads — traced slowness to heavy, uncompressed images and compressed them for faster paint.
- Test across mobile and desktop (Playwright + Chrome DevTools) and audit pricing, page content, and SKU/inventory config across a 12-SKU catalog for accuracy and consistency.

Data Processor (QA) & Internal Automation Developer

Jun 2023 – Present

Informdata — [McKinley Hills, Taguig](https://mckinleyhills.com)

- Human-in-the-loop QA on automated court-data collection — verify records, flag anomalies, and hold strict accuracy on sensitive criminal data under nightly deadlines.
- Built a company-wide productivity/QA scorecard (123 agents, 110k+ monthly completions), engineering the Python pipeline that reconciles raw Excel + Power BI to byte-perfect accuracy.
- Built browser tools and Copilot AI agents that run QA cross-checks on court records — eliminating manual extraction error and cutting per-order handling time.

Lead Qualification Specialist — Google Ads

Jun 2019 – May 2023

TDCX (contracted for Google)

- Reviewed 200+ business websites daily to qualify Google Ads leads — verifying business legitimacy, intent signals, and Google Ads TOS / policy compliance at Google-grade quality standards.
- As part of each review, confirmed sites functioned correctly (working pages, buttons/links routing to the right destination, no errors), logging issues in a bug tracker and flagging sites with bugs or violations for remediation.
- Routed clean, compliant sites to sales while filtering noise — raising the quality of leads passed downstream at high daily volume.

EDUCATION

BS Information Technology — AMA Computer College

2002 – 2006

