

# Adrian D. Alvarez

(513) 532-7429  
adrian@adriandalvarez.com

I am an energetic creative technologist with enterprise and grassroots experience in Front End Development specializing predominantly with *dynamic content driven sites*, both *UX & UI* (HTML5, CSS3, jQuery & Vue.js). I wear many hats and have been active with the following – *Design* (Wireframing, Personas, Prototyping, and creating high fidelity mockups), *Back End Development* (ASP.NET) and *Database design*.

## Technical Skills

### Design Tools

Adobe Experience Design  
Adobe Fireworks  
Adobe Illustrator  
Adobe Photoshop

### Online Services & Tools

A/B Testing (Optimizely)  
Heat Map Tracking (CrazyEgg)  
Issue Tracking (DoneDone & JIRA)  
Marketing Automation (Eloqua & Marketo)

### Web Development

HTML5  
CSS3 (Libraries: Pure, ZURB Foundation)  
JavaScript (Libraries: jQuery, Kendo UI, Vue.js)  
ASP.NET (C#, MVC, NancyFX, Web Forms)

### Development Tools

Microsoft SQL Server Management Studio  
Microsoft Visual Studio 2008 – 2019  
Microsoft Visual Studio Code  
Microsoft Visio

## Professional Experience

TOUCHSTONE GROUP ASSOCIATES  
**Senior UX Developer**  
JUNE 2015 – PRESENT

Redesigned the Ignite Project to be responsive including the use of real data to highlight stress cases early—allowing for quicker adjustments and informed decisions within prototyping stages to avoid costly changes during development.

Created wireframes, process flow diagrams and led prototyping efforts to communicate detailed user interactions.

Participated in both design and development discussions which included:

- Analyzing and evaluating requirements
- Wireframes
- Brand standards
- Prototypes
- User stories
- User feedback
- Stakeholder requests and reported bugs explaining in a way which both technical and non-technical individuals understand how each may align or conflict with both business goals and user needs.

Performed multiple tests which included load testing & destructive testing to identify areas for future and immediate improvement.

Responsible for improving human error prevention and accessibility concerns—keyboard access testing, high contrast mode, content (text/background) color contrast and hidden content for screen readers.

### Project: Ignite

65% of people feel that they don't get recognized for good work and only 14% of organizations provide managers with the necessary tools for rewards and recognition.

Ignite is a SaaS platform that aims to help organizations incentivize and recognize their employee's individual achievements by a combination of social engagement, tactical challenges measuring performance and providing clear communication on company core values and employee objectives to provide opportunities to motivate employees to excel.

*Technologies Utilized:* Adobe XD, ASP.NET, Flexbox, Gulp, NVDA, POSTCSS, SVG, Vue.js, Vuetify

GYRO  
**Creative Technologist**  
**(Senior Front End Developer)**

SEPTEMBER 2013 – JUNE 2015

Responsible for maintaining and developing multiple websites, ranging from a variety of content management systems to completely custom developed applications.

Primary developer for all Forte Industries site updates including site architecture consolidation, rebranding implementation and applying web performance optimization best practices, which increased the Google's PageSpeed Insight score by over 29%.

Gave presentations to guide different disciplines to focus on different digital needs - such as *Designing for Touch & Focusing on Performance*.

Built responsive landing pages in marketing automation systems such as *Marketo & Eloqua* including the use of progressive profiling.

Implemented multiple responsive websites via custom media queries and CSS frameworks such as *ZURB Foundation* and *Yahoo's Pure*.

Created custom HTML branded emails for *ExactTarget, Eloqua & Marketo* using *Litmus* to test email client rendering and debug issues.

Worked closely with UX, SEO, and Creative team members to align on different discipline needs while implementing digital projects as part of the Digital Integration Department.

TOUCHSTONE GROUP ASSOCIATES

**Lead User Interface Developer**

APRIL 2013 – SEPTEMBER 2013

**User Interface Developer**

APRIL 2011 – APRIL 2013

Interviewed and trained new hires, managed scheduling of projects including bug fixes and performed code reviews.

Enforced style guidelines to insure proper branding during multiple project management transitions.

Participated in design reviews with project managers, development team members, and freelance designers providing technical feasibility feedback.

Refactored large complex stylesheets to smaller, more maintainable stylesheets by applying *OOCSS & SMACSS* methodologies.

Developed in an agile environment - daily interaction with QA, development, and project management teams.

Created multiple unique interfaces for automotive manufacturing companies such as Volkswagen, Audi, Mercedes-Benz & Volvo supporting multiple browsers (IE7, IE8, IE9, Firefox, & Chrome).

FOCUS/FGW  
**Web Developer**

JANUARY – NOVEMBER 2010

Implemented the use of personas and scenarios to define user needs and goals.

Designed interactive click-through prototypes using *Adobe Fireworks CS5* for demonstrations and client approval.

Developed cross browser web applications using *ASP.NET, XHTML/HTML5, CSS & jQuery*.

**Volunteer Experience**

AIGA

**Digital Communications Director**

OCTOBER 2010 – NOVEMBER 2011

**Mentoring Program &  
Design Revival Committee**

2009 - 2010

Managed digital communications utilizing social media (Flickr, Facebook & Twitter) and email campaigns using Emma.

Served as a photographer for AIGA events and committee member for both the 2009–2010 Mentoring Program & 2010 Design Revival committee.

**Education**

University of Cincinnati

Associate of Applied Business Computer Support Technology: Web Programming