

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 & Kendo UI*). In my past life, I wore many hats and was active within the following – **Design** (*Wireframing, Personas, Prototyping, and creating high fidelity mockups*), **Back End Development** (*ASP.NET*) and **Database design**.

Professional Experience

Touchstone Group Associates

Developer

June 2015 – Present

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

Involved with creating wireframes, process flow diagrams and led prototype 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 such as load testing & destructive testing to identify areas for future and immediate improvement.

Dedicated User Interface Developer on the Ignite Product Team and supported client projects as needed.

Developed a XSS Phishing Attack Proof of Concept to demonstrate the risk of Cross-site scripting vulnerabilities and to test countermeasures effectiveness.

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.

Tools & Skills Utilized: *Visual Studio Code, Flexbox, SVG, Gulp, POSTCSS, Vue.js, Vuetify, Adobe XD*

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.

Developed an application that dynamically generates a PowerPoint presentation, which users could select between four different languages and up to four slides to customize their deck.

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

Collaborated with fellow Creative Technologist to create onboarding documentation that aid two new hires within the Digital Integration Department.

Migrated production server from Windows Server 2008 R2 to Windows 2012, configured staging server and documented process for collaboration between gyro & client's in-house web team.

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.

Project: The Growth Marketer Imperative

Based off a study of 150+ CMO's between SAP, gyro & Forbes Insights on the priorities that shape CMO's around the world - The Growth Marketer Imperative is a content hub aimed at CMO's and Marketing Executives providing marketing insights via Articles, Infographics, White Papers and Videos on the attributes that growth CMO's believe are essential to build effective organizations of the future.

The Growth Marketer Imperative includes a dashboard for managing content within the hub including gated & ungated assets, a categorization system which can allow for an administrator to select when content falls under a latest thinking or featured resource, related thinking tagging system for individual assets, and reporting capabilities enabling for on-demand lead information extraction.

Integration with Curata's (Content Curation Platform) API enabled Fuel (gyro's Content Marketing Team) to discover, organize and include relevant third party content into the Growth Marketer Imperative site.

Tools & Skills Utilized: *Visual Studio 2013*, *Zurb Foundation*, *NancyFx*, *Simple.Data*

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.

Collaborated with back-end developers to convert CMS driven websites to ASP.NET MVC applications utilizing *CSS3*, *jQuery* & *Kendo UI*. Responsible for creation of *Kendo UI* themes, updating themes as necessary with new releases, documenting issues and workarounds related to *Kendo UI*, stylesheet architecture, managing ASP.NET 4.5 bundles and focusing on web optimizations.

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.

Expanded mobile opportunities by developing a *jQuery* game to replace existing flash game.

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

Design Revival Committee

2010

Web Intern

January – October 2010

Mentoring Program Committee

2009 - 2010

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

Served as a 2010 Design Revival committee member and photographer.

Transferred content from flash-based website to a Joomla Powered CMS and kept calendar of events updated including micro-formats in markup.

Served as a 2009 – 2010 Mentoring Program committee member.

Skills

Web Development

HTML5 & XHTML

CSS3 (*Pure & ZURB Foundation*)

JavaScript (*jQuery & Kendo UI*)

ASP.NET (*MVC, NancyFX & Web Forms*)

Design Tools

Adobe Experience Design

Adobe Fireworks

Adobe Illustrator

Adobe Photoshop

Development Tools

Microsoft SQL Server Management Studio

Microsoft Visual Studio 2008 – 2017

Microsoft Visual Studio Code

Microsoft Visio

Online Services & Tools

A/B Testing (*Optimizely*)

Heat Map Tracking (*CrazyEgg*)

Issue Tracking (*DoneDone & JIRA*)

Marketing Automation (*Eloqua & Marketo*)

Associations

Member

2008 - 2012

Co-President

2009 - 2010

AIGA | The Professional Association For Design - Cincinnati Chapter

AIGA University of Cincinnati Raymond Walters College - Student Chapter

Education

University of Cincinnati

Associate of Applied Business Computer Support Technology: Web Programming

Academic Accomplishments

2006 - 2010

2009

2008

2002 - 2003

Dean's List (10 Quarters)

First place in the Cincinnati AIGA Mentoring Program "Art as Apparel" Contest

Award of Excellence in Media Production

ARTEC Rookie of the Year