**Useful Links**

|  |  |
| --- | --- |
| Website: [j.mp/unmistakableDad](http://j.mp/unmistakableDad) Behance: [be.net/thinq4yourself](http://be.net/thinq4yourself)  Angel: [j.mp/onAngelCo](http://j.mp/onAngelCo)  Github: [General Repos](https://github.com/thinq4yourself?tab=repositories) & [All Things Node.js](https://github.com/BeardandFedora) | LinkedIn: [lnkd.in/9tetJY](http://lnkd.in/9tetJY)  Blog: [m](https://medium.com/@thinq4yourself)[e](http://muckrack.com/thinq4yourself)[dium.com/@thinq4yourself](https://medium.com/@thinq4yourself)  Twitter: [@thinq4yourself](https://twitter.com/thinq4yourself)  Email: [joel@thinq4yourself.com](mailto:joel@thinq4yourself.com) |

**Technical Skills & Expertise**

The below is a list of preferred tech and areas of deeper experience. It is not comprehensive but covers most use cases. **+** Denotes high proficiency.

**Design:** Pedagogy, Interaction, UX, Heuristics, Information, Application, Systems, Social.

**Javascript:** Node**+**, Express**+**, Angular**+**, Knockout, Kendo, Ember, JQuery**+**, Bootstrap**+**.

**Build / Dev Support:**  Gulp**+**, Grunt**+**, Yeoman, Bower, RequireJS, Jade, Coffeescript, CI.

**Style:** SASS**+**, Bourbon, Neat, Bitters, Refills, LESS**+**, pure & simple CSS3**+**.

**CMS:** Wordpress**+**, Drupal, Ghost, SquareSpace, Alfresco.

**Security:** Pen Testing, AppSec, InfoSec.

**Ruby:** Rails, Sinatra, Hobbit, Crepe.

**PHP+ & Python:** Zend, Laravel, Symfony2, Django, Phalcon, CodeIgnitor.

**Select Recommendations**

|  |  |
| --- | --- |
| **“** *Joel has an amazing ability to see a huge number of moving parts and understand how they fit together with little or no effort. He's always thinking of the bigger picture, a better tomorrow, and about things bigger than himself.*  *He's got an amazing skill set - design, entrepreneurship, code...you name it he can either do it or learn how.* **“**  **“** *Joel is a thought leader, visionary and one who can execute. We have collaborated on several projects and his opinion is a major value added. Joel is the kind of guy other marketers go to for help. I definitely recommend him.* **“**  **“** *As I worked in a (my) recruiting function my partnering with Joel Serino at TUI Marine. He provided his high energy, innovative, and unmatched creativity spices to his IT/Ecommerce team, that they will not soon forget. Always a positive can-do attitude, smart as a whip, with a flare for pioneering the unknown. His staff loved working for him (I hired them) and his coworkers leaped at the chance to work partner with him. Joel is an outstanding professional in every respect, and, most importantly, a person of exceptionally strong character.* **“** | **“** *Joel is a visionary, dedicated web architect, well familiar with the needs of eCommerce and online business. While he did not report to me, he supported me greatly in a common attempt to drive TUI Travel towards more solid system architecture, transparent project processes and scalable coding practices.* **“**  **“** *Joel is a creative thinker who is at once able to formulate an idea outside of the bounds of implementation feasibility, then translate that idea into an actionable solution to solve a real world problem. A rare talent, Joel combines the right-brained creative skills of a design artist with the execution ability of a technologist and entrepreneur. I hope he and I find a way to work together again.* **“**  **“** *Joel is a very close business partner and friend of mine. He's been advising, mentoring and "in the game" of entrepreneurship longer than most people have been in school. I trust nobody as much as I trust Joel when it comes to startups and creating businesses.* **“** |

**Professional Profile**

Growth Hacker in Residence at Livit (Present)

My job at Livit was to launch the [Startup Studio](https://f6s.com/startupstudio) and develop and implement a Growth Framework for the ecosystem’s companies, starting with [Labster](http://ww3.labster.com). This includes full stack development, metrics & data, platform integrations, usability, interface design and development, product road mapping, knowledge sharing, and full stack marketing.

Editor at Large at Think For Yourself (Present)

Editor at large and freelance investigative journalist specializing in freedom of the press, net neutrality, privacy, cryptography, activism, technology, hacktivism, culture, politics, government & corporate stewardship/transparency/accountability, whistle-blowing, chemtrails, alternative economics (sharing, barter, crypto-currency), isolating the 1%, and similar. Writing the book ... "Here's To The Crazy One's" at [Inkshares](https://www.inkshares.com/). Regular contributor to [occupy.com](http://www.occupy.com/) and [medium.com](https://medium.com/).

Growth Hacker at Simflofy

My task at Simflofy was to take a single tenant enterprise content management product and turn it into a scalable cloud product. Short term contract that yielded their new UX.

Advisor & Growth Hacker at Focal Shift

Focal Shift is where misfits gather, build and share their life's work. It's online, in your home, or down the road. It's the spaces we occupy and the economies we create. It's because nothing is as powerful as an idea whose time has come.

Growth Hacker at Songbird Agency

Worked as fill-in CEO one year to revive a struggling company into a growing boutique agency for the non-profit and small business. Worked with the sole founder to create a growth model and worked as a lead collaborator on all projects. Grew revenue 300%.

Cofounder & Managing Director at SproutCamp

SproutCamp was a mentorship-driven startup accelerator (GAN) for technology-driven entrepreneurs who aim to build their product and launch a sustainable company that changes the world we live in. I built the model, plan and network of partners, mentors, investors and startups. Raised $375k, graduated 12 companies, and ultimately open sourced the model to ½ dozen accelerators and several economic agencies.

Cofounder & Chief Instigator at Redwood Agile

Redwood Agile was a product strategy and design company for startups and incredible companies. At Redwood, I focused on new ideas for our portfolio as well as our client’s. I built the model, business plan and grew the network of partners, mentors, investors and sold $2 million worth of UI/UX client work.

Growth Specialist & Global eCommerce Lead at TUI Travel

TUI is one of the largest travel companies in the world with more than 350 world wide businesses. I was brought on to spark and ultimately manage TUI's online growth in the global Marine and North American divisions through design & technical leadership, team building, business planning, road mapping and evangelism that spanned more than 30 brands and more than 50 websites in 7 languages.

Consultant at Oktane Micro Media

Oktane specializes in branded entertainment and social media strategies that focuses on video programming with complete measurability, accountability and performance. At Oktane I was responsible for projects such as goalsoftheyear.nhl.com, nantucketcomedyfestival.com, iapplicate.tv and PureKastTM, Oktane’s next generation video delivery platform.

Cofounder & Principal at Platform 93⁄4

Platform 93⁄4 was a small product incubation firm who specialized in creative idea development and exit strategy for product startups in high growth industries, such as internet media, advertising and financial investments. I worked with entrepreneurs and stealth startup teams to design and implement vanguard technology products and strategies to reduce their time to market and acquisition. 3 technologies acquired.

Investment Themes: Digital Publishing, Rich Media and Advertising, Open Web Services, Mobile Channel, Cloud Computing.

Sr. Web Architect, Emerging Products at Asurion

As the internal startup group we were focused on emerging products and services, information strategy, and strengthening key global relationships through technology. We were a small team who were tasked with researching and developing technology strategy to support strategic acquisitions that encompassed open source software, experience and interaction design, white label integration, advanced application delivery infrastructure (VPS, Grid, Cloud), API platform development, mobile data backup, and end user mobile computing.

Sr. Business Analyst and Product Architect at Asurion

During my tenure I was primarily focused on creating low cost customer acquisition channels, Web and Voice. As Sr. Business Analyst, Product Manager, and Experience Designer, I was responsible for product definition and user experience strategy for the portfolio of products within the Web and Voice self-service channels. I helped launch the Voice channel in one and half years with a 30% adoption rate. I helped launch the Web channel in 2 and half years with a 13% conversion rate. Company grew average of 400% during those years, YoY.

Sr. Business Analyst at Comcast

Comcast is the country’s largest provider of cable services - and one of the world’s leading communications companies. During the last two years at Comcast, I served as an active member of the Comcast continuous improvement initiative and was responsible for the design and direction of Comcast's enterprise CRM initiative. I also served campaign consultant for company wide initiatives such as "thinkCustomerFirst".

Design Technologist at Intens Studios

Designed, helped develop and managed accounts for a white labeled open source philanthropic software as a service, Intens i3. Content management, donation management, event coordination, photo sharing and selling suite, microsites, workflow engine, groups and communities (social network) and more. Software was used as a service engine during the Katrina crisis supporting several NGOs, such as the Red Cross and Southern Baptist Convention disaster relief.

Principal Consultant at Point Blank Design Group

Point Blank Design Group was a boutique agency who consulted with organizations on portal technology, content management, web development, and web-based knowledge applications. Duties included developing marketing and web media, managing strategic alliances and was Principal Interface Designer.

Web Developer at Webs the Limit

Webs the Limit is a full service interactive agency specializing in website development and internet marketing. I managed national accounts and was responsible for developing a user driven, task oriented content management architecture while ensuring clean presentation of brand and identity.

Founding Engineer at Build-A-Pool Software

Developed first 3-D CAD engine for Swimming pool construction industry. Acquired by ESI Corporation.