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| **MANUEL MEDINA** | **C:\Users\Public\Pictures\Sample Pictures\location.png 500 N. Torrey Pines Dr. Las Vegas, NV 89107**  **C:\Users\USER\Pictures\pho.png (725) 227-0275**  C:\Users\USER\Pictures\mil.png **redview13@yahoo.com** | |
| **BACKGROUND SUMMARY**  Sr. Web Developer with over 10 years of experience in designing and developing user interfaces, testing, debugging, and training staff within eCommerce technologies. Proven ability in optimizing web functionality that improve data retrieval and workflow efficiencies. I display outstanding ability to plan, coordinate, implement practices, and procedures to bring significant improvements in efficiency, productivity and processes towards the successful attainment of individual and organizational growth. I am determined to implement earned skills and knowledge for the rapid growth of the prospective organization by working effectively and consistently with significant experience in leading and coaching individuals and teams to collaboratively implement operational structures and process that deliver on strategic objectives through good use of communication analysis.  **CORE COMPETENCIES**   * Extensive Knowledge of IT procedures and available technology solutions. * Awareness of the web development industry and new technologies. * Developing of multi-user applications with (SOA) service oriented architecture. * Writing of technical manual and instructions. * Demonstrated experience in system fault diagnosis, developing solutions and managing resolution. * High troubleshooting and analytical abilities. * Solid understanding of software development lifecycles and excellent brainstorming abilities. * Thorough understanding of the importance of accurate, detailed reports and plans, with a strong working knowledge of data management. * Establishing project goals and resolving issues with on-going project. * Strong motivator/team player with effective and excellent planning, organizational, and negotiation strengths as well as the ability to lead, reach consensus, establish goals, and attain results. * Ability to facilitate teamwork, build rapport, manage conflict, and teach, coach, counsel. * Highly-effective leadership, organisation effectiveness, culture and change management consulting * Committed to professional development, willing and able to complete special trainings as required.   **PROFESSIONAL EXPERIENCE**  **RAIN COSMETICS  Sr Web Developer Las Vegas, NV 02/2018 - 11/2021**   * Magento integrated full custom development for Magento .1.7.2 to 2.3.4 * WordPress plugin custom develop and custom theme design. * App Development, for android and IOS. * [www.raincosmetics.com](http://www.raincosmetics.com)   **LIFT KITS 4 LESS Las Vegas, NV 01/2017 - 02/2018**  **Sr. Web developer**   * Magento integrated full custom development for Magento .1.9.3 to 2.2.1 * Developed dynamic and interactive website that ensured high traffic, page views, and User Experience, resulting in significant increase in sales revenue. * Revamped web application security applications, minimizing hacker attacks from 2.3% to 0.02% * Fixed bugs from existing websites and implemented enhancements that significantly improved web functionality and speed. * Designed and developed user-friendly website, including optimized check-out page that increased user clicks, and subsequently customer purchases. * Trained staff members in internal web functions, including steps on how to independently make minor updates or changes. * Brought to life user interfaces created by design teams using latest web standards. * Collaborated with back end developers to create a fast and seamless information architecture * Built e-commerce using Magento * [www.liftkits4less.com](http://www.liftkits4less.com). [www.bumpers4less.com](http://www.bumpers4less.com)   **NATIVE RANK Denver, CO 08/2015 - 01/2017**  **Sr. Web Developer**   * Custom Web development, CSS design for WordPress and Magento e-commerce websites. * Migration of WordPress and Magento sites. 3d modeling, also 3d rendering, including AutoCAD draft drawings of products for e-commerce sites. * Convert websites for mobile devices. * Oversaw scheduling of project milestones and coordinated with clients on proposed changes or challenges to overcome. * Carried out quality assurance tests to discover error and optimized usability. * Light customization of Magento Enterprise and contributed modules. * Analyzed, developed, deployed client websites using standardized processes and development guidelines. * [www.co-alition.com](http://www.co-alition.com). [www.nativerank.com](http://www.nativerank.com).   **CUSTOMER PARADIGM Boulder, CO 04/2014 - 08/2015**  **Sr. Web Developer**   * Researched and learned new technologies and acquired new skills through independent study. * Developed project concepts and maintained optimal workflow. * Completed detailed programming and development tasks for front end public and internal websites. * Worked with clients and team members to determine creative options that best met the project requirements and communications goals. * Optimized and customized existing WordPress plugins or create new ones. * Designed and implemented security program to protect all websites from SQL injection attacks. * Rewrote code due to several bugs found in commercial available extension on Magento Commerce. * Maintenance and QA on several smaller clients. * Custom developed extensions, modules, and plugins for Magento and WordPress. * Converted websites for mobile devices. [www.customerparadigm.com](http://www.customerparadigm.com)   **ECOMMERCE POSITIONING Lynnwood, WA 05/2011- 04/2014**  **Sr. Web Developer**   * Setting databases for OpenCart. * Develop, design and troubleshoot websites using WAMP before migration. * Responsible for creating and maintaining multiple dynamic, database driven websites including the corporate website. * Worked with stakeholders to plan projects, gather requirements, and build documentation and user stories. * Worked hand in hand with other developers and clients on a web-based business management system * Performed iterative testing and code reviews through development of the application. * Coordinated with QA testers for end-to-end unit testing and post-production testing. * Coded user-customizable applications that converted raw data from design engine to easily understandable graphical format * Utilized technology to provide users with a fast, accurate and secure method of gaining access to information in the fastest and most convenient manner possible. * Analyzed requirements and used systematic approaches to implement and document the tasks. * Involved in application design, site architecture design, using PHP, CSS, JavaScript and HTML programming to meet validation requirements. * [www.ecommercepositioning.com](http://www.ecommercepositioning.com).   **EDUCATION & CERTIFICATIONS**  **New Mexico state university Las Cruces, NM 2006**  Associates in Digital Graphics Technology  Certificate in 3D Animation  Certificate in Web Development & Design  **Laurus College Las Vegas, NV Attending**  Bachelors in Network Security  **AWARDS**  Wolslager Foundation Scholarship Award Technology  Crimson Student/Deans honors  First Place in DABCC Siggraph 2006 Poster Competition - spring, 2006  Third Place in DABCC Art Gallery Competition - spring, 2005  Employee of the month: Ecommerce Positioning - fall, 2011  **OTHER SKILLS**  JavaScript, OpenCart, Zen Cart, SEO, CSS, HTML5, PHP & MySQL, WordPress, Action Script 3.0 & 2.0, AJAX, XHTML, C++, Illustrations, 3D Animation, Git, Magento, Flash Animation, Video Editing, Ruby on rails, XML  **Software Experience**  Adobe Suite, 3D Max, Maya, Visual Studio etc… You can view my portfolio at [www.webadvancedservices.com](http://www.webadvancedservices.com/). | | **AREAS OF EXPERTISE**  Project Management  Quality Assurance  Leadership  Web Graphics  Bug Fixing  Building Templates  Maintaining data Integrity  Multi – Tasking  Creativity  Customer satisfaction  Team Player  Web Apps Development  Java Scripts  Conflict Resolution  Technical Solution  Troubleshooting  Pro - active  Quality Assurance  Business Development  **PERSONAL SKILLS**  Innovative  Excellent Communicator  Problem Solving  Initiative  Customer Engagement  Problem Solving  Managing Objections  **LANGUAGE**  English  Spanish  **REFERENCE**  Available on Request |