ROBERT PARHAM

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An experienced Software Engineer and Front-End Developer with a extensive background creating an enhanced End-User Experience across web and mobile digital touch points. Heightened communication skills and advanced technical capabilities in a variety of environments support an ability to manage resources, determine end-user requirements and collaborate in team-centric, outcome-focused efforts. Progressive programming and coding abilities deploying a wide range of platforms complement client-focused design capabilities; elevating and energizing seamless and responsive usability.

VALUE ADDED SKILLS

Full Stack Design | Project Management | UI / UX | Web Design | Mobile App Development | UAT | Software Development | User Requirements Analysis | Quality Assurance | Stakeholder Relationship Management | Iterative Prototypes | Server Administration | Troubleshooting | Infrastructure Design | Web Design | Client Relationship Management | Local Area Networks | Product Design and Development

PROFESSIONAL EXPERIENCE

MINIBEAST ENTERPRISES

Orlando, FL | Full Stack Programmer | October 2021 – Present

Profiled by Fox News, CBS, USA Today and Cosmopolitan magazine, a holistic health and wellness enterprise where I successfully:

- Innovated a hybrid mobile app and web app, using Flutter, Cordova, ReactJS, PHP, MySQL and Bash.
- Manage and program the Linux and Apache server hosted on Digital Ocean while maintaining the Postmark email service via APIs.
- Structure the S3 content management system using Digital Ocean.
- Program and schedule automate backups and maintenance tasks.
- Designed and iterated app-based social groups modeled after Facebook including a body fat percentage calculator and a guided workout function with demo videos.

OUR TOWN AMERICA

Clearwater, FL | Full Stack Programmer | June 2015 – Present

Part of New Mover Direct Mail Marketing, a leading customer loyalty and digital marketing agency. Driving product development focusing on the user experience, I am responsible for:

- Using LLMs to create functional AI assistant with ability to assist with internal company tasks.
- Developing client User Stories to design and create iterative UI/UX prototypes.
- Translating high level technical features into prototype designs.
- Maintaining three distinct client-facing, internal and internal hybrid mobile web apps using Cordova.
- Creating mapping software to visualizes various demographic and various other data at Zip Code level.
- Preparing wireframes, storyboards, process flows and site maps and conduct ongoing user testing to support functionality and usability.
- Managing ongoing experience, A/B, Functionality and Unit Testing.
- Building and performing updates to the company's primary website and landing pages.
- Generating a CRM software which utilizes Twilio API for telephone communications and HelloSign API to send documents for signing by leads and clients.

CARNET MARKETING & CUSTOMER TRACK

Safety Harbor, FL | Product Manager | June 2010 – June 2015

With responsibility for conceptualizing and launching business development and lead generation platforms for a US-wide network of car dealerships, I:

- Designed, tested, and launched company's proprietary enterprise CRM deploying an advanced knowledge of, and abilities in PHP and MySQL
- Wrote the code for the company's Call Center's dialer software using Twilio, PHP, JavaScript, and MySQL
- Built and performed regular updates for the company's physical Linux and Apache servers.

COMPLEMENTARY EXPERIENCE

WESTBAY SOFTWARE LLC

Tampa Bay, FL | Owner / Developer | January 2005 – Present

A self-directed initiative where working with brands including Elite Marketing, Extreme Bio Clean-up, and Monster Flea Market, I am responsible for:

- Creating hybrid mobile apps using PHP, Twilio, Cordova, PHP, Javascript
- Designing a sales and marketing app that enables companies to incentivize their customers to refer other customers by offering them cash for verified referrals.
- Writing and maintaining Call Routing software via Twilio
- Providing extensive IT maintenance and troubleshooting support.

EDUCATION AND CERTIFICATIONS

Bachelor of Science in Computer Science (incomplete)

St. Petersburg College | Tarpon Springs, FL

- React + Redux
- AWS Cloud Practitioner
- AWS Developer Associate
- AWS Solutions Architect
- AWS Sysops Administrator Associate

TECHNICAL SKILLSETS

MS Office Suite | JavaScript | PHP | Apache | SQL Linux | Twilio | WordPress | HTML5 Bootstrap | Cordova | Flutter | Dart | Python | ReactJS | Bash | VS Code | My SQL Workbench | Libre Office | VS Code | Mac | Linux | Vector Database | LLM | AI

AFFILIATIONS

Member in Good Standing of the Free and Accepted Masons of Florida, supporting a number of local charitable and community development organizations.

PROJECTS

A tiny sample of some of my personal projects.

- **jSQL** - An entire SQL engine written from scratch designed to save data on the client side.
- **Animate.js** - A tiny, efficient way to animate anything.
- **Finder Clone** - A file system clone, modeled after Mac's Finder.
- **Moodsense** - One of the winners of the TadHacks 2024 Hackathon, an AI therapist tool.
- **Canvas Layers** - A tool for creating user-editable graphics in canvas.