**Alberto F. Araya**

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**Summary:** A highly motivated Solution architect and software developer with over sixteen years of creating public facing and ecommerce websites. Working in a collaborative atmosphere to develop systems and applications to deploy digital content for major brands such as L’Oreal, Barneys NY, Coach, Diesel, Godiva, Carter’s, Brooks Running, Serena and Lily, Pimsleur, Puma (Russia and China), Nautica and Kipling. Apply solid analytical and problem-solving skills while working closely with business partners to understand their needs and create viable solutions.

**Education:**

Iona College, New Rochelle, New York

Bachelor of Arts - Dec. 1999

Major - Computer Sciences

**Technical Skills:**

**Platforms:** Demandware SAAS, Elastic Path, Windows & Windows Server, Unix / Linux, Mac OS X, Apache Server and Microsoft IIS

**Databases:** MySQL, Microsoft SQL Server

**Languages:** Demandware (certified), Html, Dhtml, Java Script, CSS, XML, Perl, PHP, CGI, C Shell, Jquery and Ajax

**Certifications** Demandware

Certified Technical Architect

Certified Developer

NetSuite - Certified User

**Tools &**

**Applications:** Jira, Confulance, Eclipse, Redmind, SVN, Git, Bitucket, Microsoft Office, Adobe Creative Suite, Coda.

**Other Skills:** Bilingual (English & Spanish)

Cyber Source (Payment Gateway)

PayPal (Payment Gateway)

Bank of America (Payment Gateway)

World Pay (Payment Gateway)

Chase Payment Tech (Payment Gateway)

Scene 7 (Image Server)

Ecometry OMS

Serenade OMS

Relate CRM

NetSuite OMS

MainStreet / Ordercenter OMS

eBridge / Storis OMS

Jmeter (web Site Load tester)

Jenkins (integration server)

**Experience:**

10/15 – Present *Cognizant* – Teaneck, NJ (Remote from New York)

**Principal Solution Architect**

* Work with Clients and Team to find the best Solution.
* Work on RFP and created proposed solutions for potential clients
* Clients List includes:
* Toyota – Designed migration from Current vender to a headless solution with Elastic Path.
* Creating train decks for Toyota Staff
* Work with Clients and Team to find the best Solution.
* Work on RFP and created proposed solutions for potential clients
* Clients List includes:
* American Express – created Link Cartridge for Demandware Marketplace
* Guthy Renker – Supported current Architect with min-sites build out
* Jarden Brand – Solution to do a migration from Magento CMS to Demandware as a non-transactional. Solution to use the Master architecture to create a turn key approach.
* Burt’s Bees - Supported Team with any solutions for their current implementation of Demandware.
* Coty - Supporting current implementation of Demandware guiding with the new migration to site genesis 2. Supporting business with their request and finding the solution for the issue.

07/14 – 10/15 *LyonsCG* – Chicago, IL (Remote from New York)

**Senior Technical Architect**

* Work with clients on their current website architecture to find better solutions. Analyze clients website content to determine optimal site structure, user navigation and layout.
* Work on frontend, middleware and backend solutions with different technologies according to client website infrastructure.
* Build and implement websites based on client customer demographics to ensure large digital presence.
* Use third party tool, Jmeter, to analyze and measure the sustainability of the website under heavy user traffic.
* Client list includes:
* Agaci – Used Demandware sitegenesis to ensure that orders integrated with E-bay’s backend systems and receive order status.
* Serena & Lily – Utilized Demandware sitegenesis to ensure that orders flowed into Netsuite and other backend systems.
* Pimsleur – Used Demandware sitegenesis to integrate with order center and UOPS (backend system) and receive order status
* Simon and Schuster – Used Demandware sitegenesis to integrate with order center and UOPS (backend system) and receive order status
* Mathis Brothers - Demandware sitegenesis to integrate with eBridge/stories to send orders and receive order status.

06/13 – 7/14 *Sapient Nitro* – New York, NY

**Sr. Associate Platform L2**

* Worked on the Architecture and Development of all client sites to ensure that the over all integrity with the integrations was correctly maintained.
* Worked with Business Analyst team as oversight on all Demandware Client Projects to ensure that all business requirement scope matrix documents captured the client’s request.
* Worked with Creative team as oversight on all Demandware Client Projects to ensure that all designs were feasible.
* Managed offshore teams of five to fifteen employees on client builds to provide guidance and ensure that all projects were completed in a timely and efficient manner.
* Created POC on the Demandware platform for clients.
* Provided training to clients on Demandware Platform.
* Worked Clients List and description of work:
* Spring (JelloLabs) – Created Custom Code for Link partner Market Place, to make use of the Demandware OCAIP.
* Coach / Coach factory – Plan and oversee interfaces and layout to convert from IBM to Demandware
* Diesel –Launched new site on Demandware Platform, and train clients on the new system (Shop.diesel.com)
* Godiva – Re-skinning of site to be responsive for desktop, tablet and mobile use.
* NBTY – Prepared the Spanish language website for launch.

09/12 – 6/13 *Fluid Inc* – New York, NY

**Sr. Demandware Lead (Contract work)**

* Worked on the Architecture of all sites to ensure that the over all integrity with the integrations was correctly maintained.
* Developed Web Application for Front End (HTML, DHTML, XHTML, XML, JavaScript, CSS, Php).
* Created Backend tool for clients to upload content that would be seen on the home page of the site.
* Integrated different applications for clients from payment gateways, OMS, PIM, Etc
* Clients Worked on:
* Puma Russia and Puma China
* Nautica
* Kipling
* Life is Good

05/12 – 09/12 *Mclaren Baby Stroller Company*  – Connecticut

**Sr. Architect and Demandware Lead (Contract, Full-time)**

* Worked on the Architecture to deploy build for public facing Website.
* Architected the Integrated feeds for the Product information management System.
* Manage SVN repository for the public site

01/12 – 5/12 *Barneys NY* – New York, NY

**Sr. Architect and Demandware Developer (Contract Full-time)**

* Managed the day-to-day projects for the website for the public site.
* Developed Web Application for Front End Users to use for their daily tasks.
* Created Backend tool for users to upload content that would be seen on the home page of the site.
* Integrated and upgraded cartridge CyberSource as the payment processer. (Worked with WSDL and xml).
* Architected workflow and integrated new OMS (Serenade) for sending orders from Demandware interface to Serenade interface. (Worked with WSDL and xml).
* Mange SVN repository for the public site.
* Worked, Managing and giving direction to offshore team on client builds.

05/11 – 01/12 *L’Oreal* – New York, NY

**Sr.Web Developer / Architect / Manager (Full-time)**

* Architected, built and managed four public sites. (Lancôme, Kiehls, YSL, and Giorgio Armani)
* Worked on the architecture of all sites to ensure that the over all integrity with the integrations was correctly maintained.
* Integrated feeds for each site from SAP System. (Worked with WSDL and xml)
* Integrated PSFweb Code (warehouse code, to have products shipped out. Worked with WSDL and xml)
* Mange SVN repository for the public site.
* Managed Word Press blog for the site for Kiehls. Created plug-ins and customized Word Press to meet the need of the users.
* Worked, Managing and giving direction to offshore team on client builds

05/09 – 4/11 *American Museum of Natural History* – New York, NY

**Web Developer (Full-time / Contract)**

* Manage the day-to-day projects for the website for the public site.
* Develop Web Application for Front End Users (HTML, DHTML, XHTML, XML, JavaScript, CSS, Php, and Flash) websites.
* Created Backend tool for users to upload content that would be seen on the home page of the site.
* Mange SVN repository for the public site.
* Managed Word Press blog for the site. Created plug-ins and customized Word Press to meet the need of the users.

03/09 – 04/09 *AllShows.com* – New York, NY

**Web Developer (Contract)**

* Managed the day-to-day projects for the website.
* Developed Web Application for Front End (HTML, DHTML, XHTML, XML, JavaScript, CSS, Php, and Flash) websites.

03/17/08 – 01/09 *Memorial Sloan-Kettering Cancer Center* – New York, NY

**Web integration Manager (Full-time)**

* Managed the day-to-day projects for the website.
* Interacted with users and managed their expectations on what can be created, and find the best solution to with current technology.
* Developed Web Application for Front End (HTML, DHTML, XHTML, XML, JavaScript, CSS and Flash) websites.
* Ensured all coded web pages adhere to browser standards set by MSKCC.
* Managed the following site: http://cycleforsurvival.org
* Managed the following site: http://rockandrun.mskcc.org

01/08 – 03/14/08 *LadiesWhoLaunch.Com* – New York, NY

**Sr.Front End Web Developer / Programmer (Contract)**

* Developed Web Application For Front End/Back End (HTML, DHTML, XHTML, XML, JavaScript, PHP, CSS, SSI & Flash) websites.
* Ensured all coded web pages adhered to browser standards set by Ladies Who Launch.
* Interacted with SQL 2005 Server to add, remove and update data.

10/18/00 – 12/17/07 *CBS.Com* – New York, NY

**Sr.Web Developer / Programmer (Full-time)**

* Developed Web Application For Front End/Back End (HTML, DHTML, XHTML, XML, JavaScript, PHP, CSS, SSI & Flash) websites.

5/15/00 – 10/17/00 *DMind* – New York, NY

**Senior Site Builder / Web Developer (Contract Full-time)**

* Worked on [www.lucent.com](http://www.lucent.com) (intranet site) ( Dhtml and JavaScript)
* Worked on [www.crescentnets.com (flash and Dhtml)](http://www.crescentnets.com/)
* Worked on [www.jvpvc.com](http://www.jvpvc.com/) (flash and Dhtml)
* Worked on [www.optiMight.com](http://www.optimight.com/) (flash and Dhtml)
* Worked on [www.akami.com](http://www.akami.com/)(akami TV) (Dhtml and JavaScript)
* Worked on [www.interia.com](http://www.interia.com/) SMC Tour (Contains Flash, Dhtml, JavaScript and Hot media)

2/7/00 – 5/5/00 *Ogilvy Interactive* – New York, NY

**Junior level Web Developer (Contract Full-time)**

1/99 – 2/4/00 *Iona College*, *Student Development Office* - New Rochelle, NY

* Update and repair web site
* Created and maintained [www.iona.edu/stu\_life/stu\_dev/stu\_dev.html](http://www.iona.edu/stu_life/stu_dev/stu_dev.html)

2/97 - 5/98 *Iona College, Information Technology Center* - New Rochelle, NY

Information Technologist