

Ryan S. Alexander



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github.com/SonicBoyBlu/RSA-Portfolio

Professional Summary

Innovative Information Architect and Web Developer with a proven track record in end-to-end solution design, integrating legacy infrastructure with modern technologies, and enhancing web application performance. Skilled in UI/UX design, full project lifecycle management, version control systems, CRMs/ticketing systems, and streamlined release strategies. Passionate about crafting user-centric digital experiences that improve usability and drive measurable business results.

Core Competencies

Web Application Architecture, UI/UX Design, End-to-End Development, CRM Integration, CRM Customization, Azure Cloud Services, API Integration & Development, .NET Core & MVC Frameworks, SQL Server Optimization, Data Modeling, Agile & Scrum Methodologies, Project Lifecycle Management, Release & Version Control (Git, SVN, Mercurial), Responsive Design, DevOps Workflows, Stakeholder Collaboration, Technical Leadership, Performance Tuning, Business Process Automation, Cross-Functional Communication, Continuous Learning & Mentorship

Soft Skills

- Maintain a friendly, professional demeanor across all interactions
- Communicate effectively in written, verbal, and digital environments
- Self-motivated and highly effective working independently or in team settings
- Adapt quickly to new technologies, tasks, workflows, and team dynamics
- Committed to continuous learning and professional development
- Excel in leadership and mentoring roles, fostering collaboration and growth

Professional Experience

CampusPoint

Information Architect | 2020 - 2024

- **Release Management & Web Ecosystem Development:** Led the release management, deployment, and development of web app ecosystems.
- **Azure Migration & Cost Reduction:** Oversaw the migration of on-prem servers and resources to Azure, reducing operational costs by 30%, increasing uptime by 85%, and boosting web application and SQL performance by over 75%.
- **Legacy System Modernization:** Upgraded legacy systems to modern .NET Core applications, significantly enhancing UI/UX and overall performance.
- **User Experience Revitalization:** Transformed the user portal experience, including developing a new mobile app.
- **Custom Communications API:** Reimagined a bespoke branded communications API to streamline email, SMS, and PUSH notifications.
- **Strategic Cost Reallocation:** Redirected savings from migration and reduced maintenance to support staffing, training, and improved marketing efforts.
- **Data Model Optimization:** Collaborated with the owner to design and implement a normalized, UTC-compliant MSSQL data model, streamlining data management and eliminating non-essential data points.

Professional Experience

Acme House Company

Information Architect | 2018 – 2020

- **Azure Cloud Integration:** Led the integration of various on-prem systems and APIs into a centralized Azure-based portal, significantly improving operational efficiency for internal and external clients.
- **Advanced Reporting & Analytics:** Investigated and distilled reports for RIO, aging invoices, new contacts, sales flow, and unbilled/billable services; identified nearly \$2.5 million in unpaid/unbilled claims by analyzing KPIs for discrepancies.
- **Data Management & SQL Development:** Created and optimized SQL tables, views, stored procedures, and custom functions for proprietary data storage, API consumption, and system journaling.
- **Custom UI/UX Design:** Designed bespoke interfaces for three departments, incorporating user feedback mechanisms that increased feature utilization by 20% and reduced task completion times by 30-40%, enhancing workflow efficiency and user satisfaction.
- **API Integrations:** Augmented detail reporting via API integrations with platforms such as ZoHo, Breezeway, BambooHR, QuickBooks, and Google Data Studio to streamline data flow and enhance system capabilities.

CampusPoint

Principal Developer/Architect | 2015 – 2019

- **Needs Assessment & Workflow Planning:** Partnered with departments to assess needs and prioritize actionable workflows, including public-facing web portals, communication tools, custom reporting, and invoicing systems.
- **Communication Tools Redesign:** Guttred and streamlined communication and broadcast tools using SignalR, AWS, newsletters, job bulletins, appointment/interview reminders, SMS, and PUSH notifications, integrating systems like Google and ZipWhip.
- **Legacy System Modernization:** Converted legacy Classic ASP and VB Script applications to modern .NET, MVC, and Core web apps using JavaScript frameworks and enhanced UI/UX with tools like Sass, Bootstrap, and Font Awesome.
- **API & CDN Implementation:** Spearheaded the scoped APIs (Web & DLL) and integrated CDNs to boost performance in third-party applications and deployments.
- **Database Modernization:** Updated 20+-year-old T-SQL stored procedures and functions to modern standards, including views for commonly joined tables, updated column data types, computed columns, and regimented maintenance schedules for keys and indexing.
- **MSSQL Server Management:** Managed on-prem MSSQL Server, including maintenance plans, indexing, and enforcement of foreign-key constraints and primary keys.

Spot Color Marketing

Director of Technology / Information Architect | 2015 - 2015

- **Project Manager:** Successfully managed multiple projects simultaneously by prioritizing tasks according to urgency, resource availability, and alignment with organizational goals.
- **Team Leadership:** Established effective communication among team members for enhanced collaboration and successful project completion.
- **Strategic Transition:** Successfully transitioned TitanCoding clients to Spot Color, increasing revenue by 45% and expanding the company's offerings from digital marketing to full-featured web applications and user portals.

Professional Experience

TitanCoding, Inc.

Sr Web Developer / Owner | 2011 - 2015

- **Project Management:** Implemented robust version and release control strategies, ensuring smooth development and deployment workflows.
- **Scalable Web Solutions:** Orchestrated cross-functional collaboration of scalable web infrastructures between web development, clients, and creative teams to deliver 100+ projects on time and within budget, resulting in an average of 15-40% increase in client satisfaction ratings for diverse clients, including custom e-commerce platforms and project management systems.
- **API Integrations:** Integrated third-party APIs for analytics (Google Analytics, LinkedIn), logistics (USPS, FedEx, UPS, ShipWorks), and invoicing (QuickBooks Online, FreshBooks).
- **Custom Data Solutions:** Developed custom data connectors to enhance operational efficiency and improve system interoperability.

Kelley Blue Book

Prototype Developer - Classifieds | 2010 - 2011

- **Prototype Development:** Partnered with AutoTrader.com to design and prototype innovative UI/UX features for a new car buying experience, refining functionality and design specifications.
- **Cross-Disciplinary Collaboration:** Bridged front-end development and engineering teams, seamlessly integrating proprietary APIs into KBB's platform using MVC and jQuery.
- **User Testing & Insights:** Led beta testing with 200+ participants, translating qualitative and quantitative feedback into actionable insights that boosted user engagement by over 45%.
- **Strategic Product Refinement:** Provided key recommendations for project scope adjustments based on beta testing results, driving the enhancement of product features.

Stemtech International, Inc.

Sr. Web Developer | 2008 - 2010

- **Global Web Architecture:** Designed and implemented a scalable web architecture supporting operations across 17+ countries.
- **International Compliance:** Enhanced security protocols and developed localization features to meet international standards and regulations.

Skills & Tools

→ Productivity

- ◆ Microsoft Office Suite (MS Word, MS Excel, MS PowerPoint, MS Access, MS Outlook), Google Workspace (GDocs, GSheets), Libre Office Suite, Monday, custom ticketing systems, Breezeway, BambooHR, Sugar CRM, Zoho, QBO

→ Coding Languages

- ◆ ASP.Net/Core C#, MVC, VBScript, Classic ASP, AJAX, JSON, jQuery, Vue.js, Nuxt, Python, React.js, Next, Node.js, Angular.js, CSS, Bootstrap, OData, LINQ, SOAP, XML, CSV, JavaScript, HTML5, CSS, WebAPI, Swagger, Entity Framework

→ Platforms

- ◆ Microsoft Full-Stack, MSSQL Server, MySQL Server, Azure Portal, Microsoft DevOps, GitHub, AWS, Google Analytics, Google Chart API, Breezeway API, BambooHR API, Windows Server, IIS, DOS, Windows OS (all versions since 2.1), OS/2 Warp, QBO API, Zoho API, custom CRM build/integration/implementation

→ AI Frameworks

- ◆ Ollama, Copilot, GitHub Copilot, Gemini, ChatGPT, Grammarly, Claude

→ Tools

- ◆ Visual Studio, VS Code, SQL Server Management Studio (SSMS), Azure Data Studio, NPM, JSON-Server, Git, GitHub, WinMerge, Notepad++, SVN, Mercurial, TSQL, Powershell, Google Data Studio, Database connectors, Wireframing, Design Thinking, Interactive Design, Responsive Design, Web Analytics, Prototyping, APIs, Vite

Achievements

→ Strategic IT Leadership and Project Management

- ◆ **Azure Migration Strategy**
Designed and executed an Azure migration plan, reducing operational costs and reallocating savings to enhance investment in staffing, training, and marketing, thus boosting overall efficiency.
- ◆ **Platform Modernization**
Upgraded legacy platforms to .NET Core, significantly improving UI/UX, performance, and user experience.
- ◆ **CRM Solutions**
Led planning, design, integration and implementation of both off-the-shelf and custom CRM platforms—including CampusPoint's proprietary system—leveraging APIs from providers such as Salesforce, Zoho, SugarCRM, QuickBooks, BambooHR, and various ticketing systems to enhance functionality, automate workflows, and centralize business operations.
- ◆ **Communications API Integration**
Overhauled and streamlined a branded communications API using Web API, MVC, and JavaScript frameworks, ensuring seamless messaging and alignment with strategic goals.
- ◆ **Version Control Implementation**
Led the deployment of version control systems (Mercurial, GitHub, SVN), enhancing collaborative development and deployment processes across teams.

→ Cost Management and Operation

- ◆ **Data Analysis & Recovery**
Utilized SQL for advanced data analysis, statistical reporting, and visualization, identifying and recovering \$2.5M in unpaid claims, thereby increasing overall revenue.

Demos

- **Jobs Board (Vue.js pure):** <https://main.d1s9mwdqfzhl92.amplifyapp.com/>
- **Shopping (Vue/Nux/Tailwind):** <https://master.d10ym6o28kp1nb.amplifyapp.com/>
- **Recruiting Jobseeker App (C#/jQuery/Bootstrap):** <https://beta.candidates.campuspoint.com/>
- **Solar System (CSS/HTML5):** <https://main.d9k115eqhfyxx.amplifyapp.com/>

Contact

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