Ryan S. Alexander

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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, and streamlined release strategies. Passionate about crafting user-centered digital experiences that improve usability and drive measurable business results.

Core Competencies

Web Application Architecture · UI/UX Design · End-to-End Development · 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

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.

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**: Gutted 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.

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

➔ **Coding Languages**
  - ASP.Net/Core C#, MVC, VBScript, Classic ASP, AJAX, JSON, jQuery, Vue.js, Nuxt, 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, Breezeway API, BambooHR API, Windows Server, IIS, DOS, Windows OS (all versions since 2.1), OS/2 Warp

➔ **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

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

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.
    - ◆ **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

- ➔ **Vue/Nux/Tailwind:** https://master.d10ym6o28kp1nb.amplifyapp.com/
- ➔ **C#/jQuery/Bootstrap:** https://beta.candidates.campuspoint.com/

Contact

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