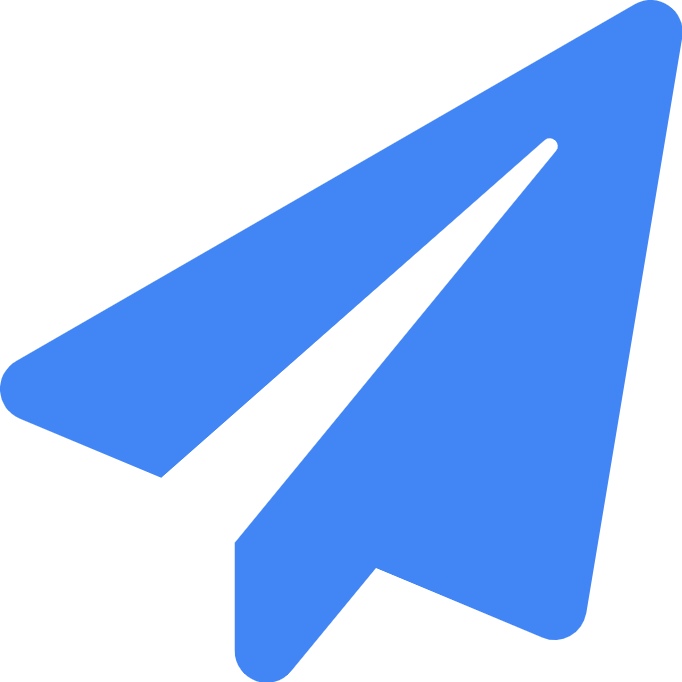
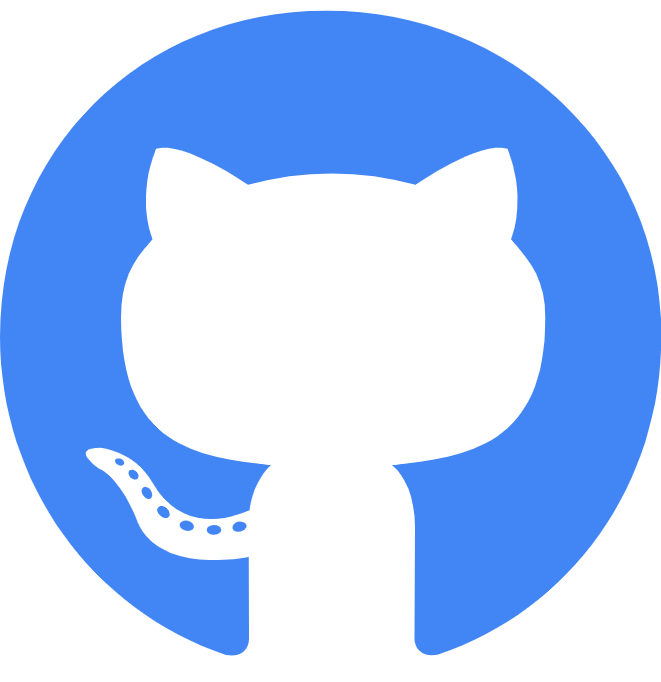
Ryan S. Alexander

Location
 [Alabama, USA](https://www.google.com/maps/place/Florence,+AL/@34.8355306,-87.7286894,12z/data=!3m1!4b1!4m6!3m5!1s0x887d486648d1f009:0xbaafd488fecc1565!8m2!3d34.79981!4d-87.677251!16zL20vMHE4amw?entry=ttu&g_ep=EgoyMDI1MDYxNy4wIKXMDSoASAFQAw%3D%3D)  [ryan.sugar.alexander@gmail.com](mailto:ryan.sugar.alexander@gmail.com)

 [linkedin.com/in/ryansalexander](http://linkedin.com/in/ryansalexander)  [github.com/SonicBoyBlu/RSA-Portfolio](http://github.com/SonicBoyBlu/RSA-Portfolio)

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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, 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

# 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.

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# 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.

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## 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.

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# 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.

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# 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

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# 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, Breezway, 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

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# 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 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**](http://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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* **LinkedIn:** [linkedin.com/in/ryansalexander](http://linkedin.com/in/ryansalexander)
* **GitHub:** [github.com/SonicBoyBlu/RSA-Portfolio](http://github.com/SonicBoyBlu/RSA-Portfolio)