# Tony Luke Morales

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## Summary

Professional front end developer focused on developing the new web experience; mobile first, responsive and accessible. Experienced in making addictive web applications through the effective use of layouts, typography, and transitions.

A professional who enjoys creating a fun work environment while still delivering under a tight deadline. A problem solver that embraces challenges, can work within constraints and create practical solutions.

## Skills & Expertise

* Web Development
  + ASP.NET MVC
  + PHP
  + Ruby on Rails
  + SQL
  + XML
* User Experience Design
  + HTML5
  + CSS3
  + jQuery
  + JavaScript
  + WCAG
* Business Intelligence
  + Data Analysis
  + Access
  + Excel
  + VBA
  + Microsoft Office

## Experience

### Developer at Freelance

December 2011 - Present (8 months)

Work with web startups to ensure cross browser compatibility. Develop JavaScript prototype functions which add support for legacy browsers. Code CSS fixes that work in parallel with BootStrap. Push updates remotely using Git(Hub).

Convert PSD images into interactive HTML web designs as well as developing CSS frameworks for those designs to run on.

### Developer - Analyst at Stream Global Services

February 2010 - March 2012 (2 years 2 months)

Design and build web applications using Microsoft authoring and scripting languages for the purposes of gathering and validating information. Regularly perform usability analysis to determine user needs and ensure accessibility. Evalute code to ensure that it is valid, properly structured, meets W3C Standard and will be compatible across browsers, devices, and operating system. Maintain understanding of current web technologies and programming practices through continued education and reading.

Prepare management reports, defining and evaluating problems through mathematical and simulation models, in order to provide recommendation lists. Confer with management and process teams to prioritize lists, resolve conflicts, develop content criteria, or choose solutions. Perform validation and testing of models to ensure adequacy and reformulate models as necessary.

### Graphic Designer - Assistant at Make it Personalized

August 2009 - April 2010 (9 months)

Design graphics, illustrations and company identity kits for use across various mediums which include web, print, and silk sceens. Prepare designs and rough sketches based on clients specifications. Review layouts with clients and discuss design concepts, suggesting improvements as needed. Prepare notes and instructions for workers who assemble and prepare final layouts for printing.

Assist with the store management by monitoring customer preferences and determining where to focus sale efforts. Review operational records and reports to determine profitability and approve budget expenditures. Direct and coordinate activities involving sales of products and services.

### Customer Experience Lead - Visual Specialist at Gap Inc./Banana Republic

June 2006 - July 2009 (3 years 2 months)

Plan and direct staffing training, and performance evaluations to develop and control sales and service programs. Oversee the ordering, tracking and purchasing of inventory. Consult with General Manager to plan advertising services and to secure information regarding customer specifications.

Plan commercial displays to entice and appeal to customers; developing ideas for merchandise displays and window decorations. Change window displays, interior display areas, and signage to reflect changes in inventory or promotions. Consult with advertising or sales staff to determine type of merchandise to be featured and time and place for each display.

### Consultant at Tekmark Global Solutions

April 2002 - July 2002 (4 months)

Designed, built and maintained web sites, using scripting languages, content creation tools, management tools and digital media. Evaluated code to ensuring it met industry standards, validated, was proper constructed, and rendered on different browsers, devices or operating systems. Designed graphics and layouts for product illustrations, brochures, company logos, and multimedia presentations based on knowledge of layout principles and aesthetic design concepts.

## Education

### College of Mount Saint Vincent

BA, Computer Science, 2002 - 2006

## Interests

Mobile Design Patterns, Natural User Interfaces, Digital Skeuomorphs, Camping/Backpacking