

Alex Lais
Lead Front-end Development
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AlexLais.com

My portfolio is an Angular SPA hosted on GitHub (GoDaddy registrar)
Codebase: <https://github.com/alexlais/dotcom>

SUMMARY:

- Over 15 years of **Photoshop** experience, with a passion to cut comps at fast-speed and pixel perfection even under severe time constraints and excellent design experience to fix flaws and make minor design fixes when needed
- Strong passion with **Fluid Layouts** and expertise with **Responsive Web Design** and **Media Queries**, always working closely with Art and Business teams to obtain an effective and functional product in all different view-port sizes
- A team worker, creative, self-taught and customer oriented person, experienced and comfortable answering questions, presenting solutions and improvements, providing reliable timeframes and identifying all obstacles ahead
- Efficient in multi-tasking handling a handful of projects at once with endless changes or updates without compromise
- Experienced leading small teams, participating in hiring and training, and overseeing code quality standards

TECHNICAL SKILLS:

- Over 1 year of experience with **AngularJS SPA** and JSON parsing, experience with **URL rewriting** and other domain and hosting requirements like **.htaccess** and **CNAME** files
- 7 years of professional experience with **semantic hand-coded HTML5 and CSS3**, progressive enhancement and **graceful degradation**, cross-browser issues, **WAI**, **section 508** and accessibility best practices; Using techniques to improve page loading and overall performance (code minimization, placing script calls after content load, using of image sprites and understanding **JPG**, **GIF**, **PNG** and **SVG** optimization); **JavaScript** and **jQuery DOM** manipulations; Showcasing user generated content from social media sites; Loading **JSON** feeds using **Ajax**; Integrating code into CMS for BravoTV, GoldenLiving and McKinsey Sitecore; Using debugging tools like Firebug (Firefox), **Developer Tools** (IE or Chrome); Using repository tools like Tortoise, SVN, P4 in the past and nowadays **GitHub**; Working at agile environments with back-end teams locally or remotely and very familiar with **PHP** and **.NET** environments and Microsoft **Visual Studio MVC framework**; UI of user interfaces and tools that requires **input controls** (checkboxes, radio buttons, dropdown lists, list boxes, buttons, toggles, text and date fields), **navigational components** (breadcrumb, slider, search field, pagination, icons) and **informational components** (tooltips, icons, progress bars, notifications, message boxes, dialogs); Creating table layout **email newsletters** compatible with all devices including Blackberry
- Lifetime experienced and comfortable with **MAC or PC** computers

PROFESSIONAL EXPERIENCE:

(Selected Work 2006 to 2017)

Freelance AngularJS SPA Responsive Web Dev & Design – 2015 to Current – New York, NY

AngularJS Development focus on SPA (single page application) using HTML5, CSS3, jQuery, PHP, Photoshop, GitHub

• 7DayEat.com

Codebase: <https://github.com/7dayeat/dotcom>

AngularJS 1.6.2 SPA using ngRoute, HTML5 Mode enabled, GitHub hosting, and it loads data (will be a JSON) thru a ngRepeat with data binding to the routeParams (URL) used as filter. Uses also ngInclude, ngAnimate and own Directives, Bootstrap 4, Google Maps, CSS3, HTML5.

• LEX International - <https://alexlais.github.io/LEX/>

Codebase: <https://github.com/alexlais/LEX/>

AngularJS 1.5.8 SPA using ngRoute, as well as ngRepeat, ngInclude, ngAnimate and own Directives, Bootstrap 3, Google Maps, CSS3, HTML5

• GurianLaw.com

Codebase: <https://github.com/alexlais/GurianLaw>

Responsive application using Bootstrap 3, jQuery, HTML5 and CSS3. SEO with Schema.org Microdata (webpage and legal service hasOfferCatalog, areaServed, address)

Front-end Developer – WebMD – 04/2014 to 04/2015 – New York, NY

HTML5, CSS3, Media Queries, JavaScript, JQuery, Photoshop

- Worked with informational and advertisement material (up to 7 page responsive websites) that featured at Medscape.com mobile and desktop platforms using HTML5, CSS3 and JQuery on a Java back-end.
- Executed content changes and updates, worked with designers and editors requirements for critical or sensitive content (ISI and scientific research tables, graphs, figures and images) to ensure mobile versions of such contents is accessible
- Created and tested a new template to be used for future enrollments

Front-end Developer – Evoke Health – 07/2013 to 01/2014 – New York, NY

HTML5, CSS3, JavaScript, JQuery, Photoshop

- Implementing Front-end code CSS3 and HTML5 on .NET MVC framework (Daytrana.com and hcp.BotoxMedical.com)
- Using jQuery.validation and creating highly stylized forms for Tribenzor project and converting video files to be implemented using HTML5
- Making sure legal content updates are done meticulously correct

Front-end Engineer – McKinsey & Company – 03/2012 to 03/2013 – New York, NY

HTML5, CSS3, JavaScript, JQuery, Photoshop

- Re-factored HTML5, CSS3 and JQuery code for the entire domain McKinsey.com (1k + pages) in an agile environment with stand-up meetings daily. Worked closely with designers to globalize CSS rules when suitable, and worked closely with back-end developers to implement the re-factored markup at an agile environment with a large team using the latest technologies and best practices And oriented the Editorial team and worked with their requirements and implementations on Sitecore
- Created a 10 page “Markup Style Guide” to support the development ensuring code is kept consistent. It became a fundamental tool to coordinate and assist testing of a mega website from a development and design stand point
- In addition to refactoring, I also worked in the development and launch of the microsites for the office locations of Japan, Russia, South Africa, Angola, Nigeria, Switzerland, France and Spain, and implemented a global solution for foreign languages requirements

Lead Front-end Developer – TMP Worldwide – 2009 to 2012 – New York, NY

HTML, CSS3, JavaScript, JQuery, FBML, FBJS, some AJAX & JSON, ASP, Photoshop

TMP Worldwide is the largest independent firm with focus on recruitment advertising and communications. At TMP I worked with an integrated product suite called TalentBrew, a platform that has positioned TMP as pioneers.

- Initially a short term (15 days) assignment for the new Walgreens Careers website (careers.walgreens.com) followed by hire
- Working with 7 Project Managers and 3 Back-end .NET Developers in an agile environment. Developing semantic and search engine optimized UI for large corporate clients. Often addressing few design changes as requested. I programmed approx. 100 job listing web sites per year.
- Led Front-end team participating on the hiring and training of new developers and ensuring all projects get accomplished on time following quality, accessibility, and web standards as expected.
- Practice the Kanban principles: visualize the workflow and keep a set of constantly updated code templates accordingly to improve team's programming agility, ensure quality without waste (exhausted and repetitively executing QA tests), reduce work in progress and reduce task switching. Use of a sorted backlog

Lead Front-end Developer – Ruder Finn – 08/2008 to 08/2009 – New York, NY

HTML, CSS, JavaScript, JQuery, some ASP.NET, Fireworks

Ruder Finn, Inc. is a 40 year old, privately-held public relations agency with a wide range of PR practices and services and offices around the world.

- Worked at the Interactive 3 team in an agile environment with a Project Manager, Art Director, Back-end Developer and Editors/Legal department.
- Front-end development for the new generation of Golden Living web sites: GoldenLiving.com, GoldenLivingCenters.com, AegisTherapies.com, 360HealthCareStaffing.com and AseraCare.com
- Front-end development for the .NET custom made CMS

Front-end Developer – NBC Network – 05/2008 to 08/2008 – New York, NY

HTML, CSS, JavaScript, JQuery, XML, basic PHP, PhotoShop

As a single Front-end developer for BravoTV.com, I worked in an agile environment with a senior PHP Developer, a Project Manager, the Art Director and 4 Editors.

- Front-end development for all 2008 BravoTV.com Shows. Over 15 micro-sites launched in 4 months: Project Runway Season 5; Flipping Out Season 2; Shear Genius season 2; Kathy Griffin Season 4; Top Design Season 2; The Rachel Zoe Project Season 1; Inside the Actors Studio Season 2; Date My Ex Season 1; Tabatha's Salon Takeover Season 1; Million Dollar Listing Season 2; Tim Gunn; and other promotional micro sites like Bravo For Foodies, Mamma Mia – The Movie, Olympics, Back to School, and Influential's
- CSS refactoring and implementation of a global style sheet for all microsites inside BravoTV.com
- Fix of several Internet Explorer production rendering bugs
- Use of PHP and XML to populate content for dart tags, photo galleries, Omniture and Google Analytics, and some other applications

OptimumWebs.com – Freelance Web Design & Development – 2006 to 2008 – New York, NY

HTML, CSS, JavaScript, PHP, Photoshop

- Freelance web developer and designer providing a complete web solution and SEO/SEM services for several small companies mostly in New York and Florida (StylishWindows.com, EquestrianSprings.com, TerryLyons.com, ChristinaGhiloni.com, VictoriaMoran.com, GelabertStudiosGallery.com, CancerSupportNYC.com, AstleLiterary.com, Design2Units.com) Clients were extremely satisfied with the accessibility, appearance and search engine rank of their new websites.

EDUCATION:

- Associate Mechanical Engineering - Universidade Presbiteriana Mackenzie - São Paulo, Brazil