Mauricio Wolff

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Objective: **UE/UX FrontEnd Developer**

Highlights

- Results and details-oriented professional with more than 15 years on the craft.
- Experience in Graphic Design, Interface Design, Information Architecture and Web Development .
- Highly proficient in web technologies (jQuery, CSS and (x)HTML) as well as design.
- Innovation oriented, experience with both backend and front end web development.
- Extremely performance oriented.
- Strong communicator fluent in English and Portuguese.
- Leadership and training skills, community driven actions.
- Highly perceptive, with proven ability to pinpoint problems, provide creative solutions, and follow through to resolution in a timely and cost effective manner.

Technical Summary

Languages:
PHP, Python, JavaScript, jQuery, PHP [4, 5], AJAX, (x)HTML, HTML5, CSS(3)

Databases:
MySQL, MongoDB, CouchDB, noSQL

Software Development:
Prototyping, Web applications, E-commerce systems, Mobile Solutions, Agile and eXtreme programming methodologies

Professional Experience

Web Design Senior Analyst   **May 2010 current**
DELL, Brazil IT Site / Porto Alegre, Brazil
- Global Lead Web Developer of Test & Target Team
- Interaction with team members around the world (Penang/Malaysia, Austin/US, Bangalore/India)
- Part of DELL's Global Innovation Core Team
- Develops web tools to help other teams to QA Dell's content globally
- Customize Sharepoint's 2007 sites using jQuery
- Dell's Social Media Ambassador (certification trainer) member of SMaC Core Team Brazil
- Focal Point of CSR (Corporate Social Responsibility) for FASC Bom Jesus
- **Technologies**: Javascript, jQuery, Web2.0, Web Services, Ajax, XML, Regular Expressions, Microsoft Sharepoint 2007, Microsoft Sharepoint 2010, TFS.
- *Accomplishments:*
  o Silver Award by eDell's VP (Ron Rose) by the efforts on new Dell's website (2010 NextGen R1)
  o Was invited to the Dell's Innovation Core Team
  o Proposed a new progressive enhanced masthead for all dell sites that saves 240TB/year in data transfer
  o Organized a Blood Donation campaign that got 124 donations and with that saved 496 lives
  o Developed WebDev coding standards and patterns for T&T Team as well as processes and protocols for the interaction of T&T and stakeholders, all documented in wiki
  o Responsible for all JS jQuery trainings on team as well as interviews to build the dev team

    o   First year's Individual Performance Metric was 130%

Information Architect   **Dez 2009 to May 2010**
Kinghost, Porto Alegre / Brazil
- Responsible for the redesign and IA of current kinghost.com.br
- Responsible for the visual identity of the company
- Created the Social Media team, installing and creating social media processes.
- **Technologies**: PHP, MySQL, Zend Framework, Javascript, Web2.0, Web Services, Ajax, HTML, CSS, Regular Expressions, SVN, GIT, Adobe suite (Fireworks, Photoshop, Illustrator)
- **Accomplishments**
  - Designed, developed and delivered the new website (http://www.kinghost.com.br/) in two months
  - Designed, developed and delivered the new Control's Panel and REST API's interface

Freelance Web Designer   **Mar 2007 to Dec 2009**
Several companies
- Built CMSs from scratch, in PHP/MySQL/HTML/CSS/JS/jQuery
- WordPress themes and plugins development
- **Technologies**: PHP, MySQL, Zend Framework, Javascript, Web2.0, Web Services, Ajax, HTML, CSS, Regular Expressions, SVN, GIT, Adobe suite (Fireworks, Photoshop, Illustrator)
- *Accomplishments*
  - Developed Gisele's Bündchen's blog Wordpress theme
  - Created several products (CMSBonsai, mailerBonsai, CRMBonsai)
  - Designed and delivered an ecomm platform for http://terra-flor.com

Web/Graphic Designer   **Oct 2004 to Dec 2006**
Cyberweb Networks
- Visual interface for several intranet/websites
- Developed company's internal development framework in PHP/MySQL
- **Technologies**: PHP, MySQL, Zend Framework, Javascript, Web2.0, Web Services, Ajax, HTML, CSS, Regular Expressions, SVN, GIT, Adobe suite (Fireworks, Photoshop, Illustrator)

Interface Designer   **Mar 1997 to Jan 2000**
Intermídia Comunicação Interativa
- Visual and UX designer for Sales Automation Force Software
- Designed and developed an award winning website in Flash (rider.com.br - 1998)
- Designed company's logo and visual identity
- **Technologies**: Perl, Javascript, HTML, CSS, Regular Expressions, Visual Basic, Macromedia Flash, Adobe suite (Fireworks, Photoshop, Illustrator)

Education

Philosophy   **2005-2006**
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IT Management   **2009-current**
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Other Interests

Sanskrit, Yoga, Music (drums) and Arts. jQuery plugins and translations. Open Source projects on github.