

Contact

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www.linkedin.com/in/edsson
(LinkedIn)
edsson.me (Company)

Top Skills

Business Strategy

Microservices

Application Programming Interfaces
(API)

Languages

Español (Native or Bilingual)

Ingles (Full Professional)

Japanese (Elementary)

Francés (Limited Working)

German (Elementary)

Certifications

Clean PHP URLs on Apache Server

Mobile App Design from scratch with
Sketch 3 : UX and UI

Unity 5 2D Essential Training

PHP Date and Time Essential
Training

Mobile app store optimization,
marketing, SEO & monetization

Honors-Awards

Academic Excellence

Honorific Mention for one of the best
students in the state

Publications

Interactive Platforms to teach
children how to program

Edsson Madrigal

VP of Technology Development | CS, MSc, MBA & PMP
Morelia, Michoacán, Mexico

Summary

Hello, I'm a software engineer with 10+ years of experience collaborating, managing & leading Software development teams mostly in the USA & México, I've created systems used by some of the biggest casinos in the US , Built web systems used by thousands of users , created Web portals visited by millions and Developed mobile apps that have generated more than 1.5M+ downloads in App Store & Play Store

Check out some of my work @ <https://edsson.me>

Experience

Universidad Nacional Autónoma de México

Associate Professor

August 2017 - Present (6 years 10 months)

ENES - Morelia

- Educating in data science with a focus on practical skills and industry trends.
- Provided guidance and support for student development and career readiness.
- Streamlined the curriculum with current technologies and real-world applications

Universidad Vasco de Quiroga, A.C.

Associate Professor

August 2013 - Present (10 years 10 months)

Morelia y alrededores, México

- * Taught a broad range of IT subjects, including databases, web and mobile development, AI, and data science.
- * Developed and updated IT curriculum to ensure relevance and engagement.
- * Supervised student projects, promoting practical application of theoretical knowledge.
- * Participated in interdisciplinary research and academic community activities.

UrVenue

12 years 7 months

Vice President Of Technology Development

June 2019 - March 2024 (4 years 10 months)

Las Vegas, Nevada, United States

- * Spearheaded technology strategy, driving the company's growth from 5 to 100 employees through strategic hires and fostering a culture of innovation.
- * Developed cutting-edge technology solutions tailored for the casino industry, significantly enhancing operational efficiency and customer experience.
- * Played a pivotal role in building and establishing one of the most recognized brands in the hospitality industry, leveraging technological advancements to secure a competitive edge.
- * Oversaw the design and implementation of scalable technology infrastructures to support rapid business expansion and adapt to evolving market demands.

Senior Information Technology Architect

September 2014 - May 2019 (4 years 9 months)

Las Vegas, Nevada, United States

- * Redesigned system architecture from monolithic to microservices, enhancing scalability and maintainability.
- * Transitioned to RESTful APIs, improving system interoperability and performance.
- * Developed a supportive mobile application, extending the main application's capabilities and user reach.
- * Integrated multiple third-party services, including payment gateways, POS, and property management systems, streamlining operations.
- * Established a comprehensive CI/CD process, accelerating development cycles and ensuring high-quality deployments.

Full Stack Engineer

September 2011 - August 2014 (3 years)

Las Vegas, Nevada, United States

- * Developed a top-rated hospitality platform for venue operations in the Vegas casino industry, enhancing service delivery and operational efficiency.
- * Created a comprehensive ticketing system for online sales, optimizing customer purchase experiences.
- * Led the development of both backend and frontend components, ensuring a seamless, integrated user experience.
- * Designed and implemented the QA process, establishing a robust framework for product quality and reliability.

Rome Rock

Co-Founder

September 2016 - January 2024 (7 years 5 months)

Las Vegas, Nevada, United States

- Archived, millions of app downloads across iOS and Android.
- Proficient in native, hybrid, and cross-platform app development, ensuring high-quality digital solutions.
- Executed advanced App Store Optimization (ASO) and SEO tactics to enhance app visibility and market presence.
- Visit <https://romerock.com> for our portfolio.

Gobierno del Estado de Michoacán

Webmaster and Support

June 2009 - May 2011 (2 years)

- * Maintained and updated the official government website, ensuring high availability and security.
- * Integrated new modules to enhance functionality, improving user experience for public services.
- * Provided technical support, facilitating seamless online processing of government paperwork for the public.

Asociación de Hoteles y Moteles de Michoacán A.C. (AHMEMAC)

Webmaster and Content Manager

January 2009 - July 2009 (7 months)

- * Managed and updated the association's website, ensuring current and engaging content for the hospitality industry.
- * Implemented website enhancements for better user experience and accessibility.
- * Played a key role in digital content strategy, boosting the association's online presence and member engagement.

Education

Instituto Tecnológico y de Estudios Superiores de Monterrey

Master of Business Administration (M.B.A.), Computer/Information Technology Administration and Management · (2011 - 2014)

Project Management Institute

Project Management Professional (PMP)®, Project Management · (September 2023)

ETH Zürich

Agile Software Development · (April 2021 - May 2021)

Universidad Vasco de Quiroga, A.C.

Master's Degree, Mobile application development · (2010 - 2012)

Universidad Vasco de Quiroga, A.C.

Bachelor of Science - BS, Computer Science · (2006 - 2010)