## **Eddie Martinez**

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# Summary

Software and/or UI Development and Design. 10+ years professional experience in both Design and Software related industries. AS3 and JavaScript and other web technologies are specifically used and noted for on each project.

## Skills

ActionScript 2.0/3.0

JavaScript 1.2 - Current revision

HTML 4.0 - 5.0 - Current manifest revision

CSS 1,2, and 3

XML, XSD, XSL For namespacing and data i/o frameworks

C++/C#

PHP version ½

Flex 3.2 - 4.6

Android ADK/NDK for versions 4.1 - Jelly Bean - Current Beta Android Framework for Java, package for core JAVA integration Android Development Console, APK and p12 Certification and Deployment

# JavaScript Frameworks

Graphical/Visualization D3.js Kineticjs Tweener,js Three.js EaseIJS jQuery UI	Web-Application Development Dojo Widgets Ext JS qooxdoo Script.aculo.us AngularJS Backbone.js Echo Ember.js Google Web Toolkit JavaScriptMVC Knockout	Core JavaScript Pure Javascript/AJAX FuncJS Google Closure Library Joose jsPHP Microsoft's Ajax library PDF.js
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## Experience

#### JavaScript Sr Developer

## Freelance Contract Development; Netgear and Awarepoint

May 2013 - November 2013 (7 months)

Greater San Diego & San Francisco Bay Area

JavaScript UI Engineering for Hardware applications for Medical Care Industries; on-site at Hospital, Application Development (UI Focus), and JavaScript Application Development. Senior Level Software Development for specific Hardware Products; Vuezone (IP Streaming) with JavaScript. UI Design and Development. Please note time period: 3MO to 6MO working time experience is noted as "Freelance".

#### Senior UI Developer

## Lender Processing Services, Inc. (LPS)

March 2009 – December 2011 (2 years 10 months)

Riverside, CA

reInsight Use/Role: MLS Mapping UI: Business Rules: Application Development: Developed Several components with properties that needed practical layout conventions when new or refreshed data sets filled and changed each page; The software was a mapping tool (using Bing) for Real Estate Agencies who needed UI's built for extremely large Databases for homes in foreclosure. Business Rules/Logic: Developed "Business Rules Engine" to run as a non-visual UI component that utilized propagated data sets to inform visual UI layouts, controls, and features per specified User/user Groups/ and or Entire MLS Party(s) (350,000 users average per implementation). This enabled the application to be used by Administrators and their employees as a scalable resource for both finding MLS Properties and creating new listings. UI Controls implemented: Flex: Customized Components Developed by candidate JavaScript: YUI UI Control set for HTML based interfaces: Design Patterns Relative to application development: MVC used in the Flex Framework "Pipes" Multi- ton/Singleton instances for specific web services Command pattern for overall messaging protocol within application.

Senior Flash Developer

#### **United Future**

February 2009 – November 2011 (2 years 10 months)

Greater Los Angeles Area

Application Development: Developed core functionality and a salable SWF and/or HTML5 resource for Ticketmaster; 1 Component at no greater than 32Kb was required to capture specific geography-related that details and pair with a relevant upcoming Ticketmaster event(s). This canvas could display several possible templates with any given data set. Business Rules/Logic: Each time the ad refreshed, a rules/logic control was available to modify the graphical elements on the page to reflect campaigns created in databases by Event Producers (NBA, ABL, and other Ticketmaster venues) for a given location. Server-side controls written in C# provided the SWF control with Geographic data, the SWF control was designed to request, retrieve, and display the most relevant Event for any area in the US. UI Controls implemented: ActionScript 3.0: Customized components for pre-populated dropdowns. Standard unit SWF size could not exceed 32Kb, so the controls were created and not taken from Adobe's core library. Design Patterns Relative to application development: MVC used with "on-page" and "server-side" Ajax implementations; this created a scalable setup for any given Ticketmaster event within any given zip code.

Senior Interactive Developer

#### **JWT**

October 2007 – January 2009 (1 year 4 months)

Greater New York City Area

Role spanned research, design, and development of web based tools for web advertising; more notably with a novel approach. This role included development of games for viral campaigns, as well as the design and development of websites created for major clients such as DeBeers, Microsoft, Diageo, and Johnson & Johnson. The role also included the design and deployment of Rich-Media units (advanced Flash-based user-experience ad campaigns) for clients such as; Smirnoff, Sony, Microsoft, and DeBeers using 3rd party technologies such as Akamai, Motif, Pointroll, etc... Role also included providing direct communication with the JWT Digital department director to ensure the quality of products that are created within the department. Brand: Sudafed: Product: Campaign, Use/Role: Interactive Advertisements/Games: Business Functionality: Application Development: Candidate Developed core functionality for 6 separate interactive games used by Sudafed for its 2011-2012 campaigns. The ad units were developed in AS 3.0 and used several novel interactive approaches to game ideas conceived by Sudafed staff. Business Rules/Logic: Developed UI controls in ActionScript 3.0 and JavaScript to register specific interactions within complex games. Each interaction was associated with a "Double-Click" impression, and properly defined separate Events per game per product (6 games total). UI Controls implemented: HTML5/JQuery/ColorBox/Flex 4 were used in conjunction with custom gaming controls made by the candidate. Design Patterns Relative to application development: From simple command patterns to complex equations for inverse kinematics (not the Adobe Built-in version); Gravity and Tweening were the main 2 necessities for play -so "Command" based patterns were necessary if the code was to be re-used.

Lead Interactive Developer

## **Maxim Magazine**

2005 – 2007 (2 years)

Greater New York City Area

Oversaw all aspects of User Interface design and development for online entities: Maxim.com, Blender.com, and Stuff.com; Developed Videos pages and Video blog players to accommodate Akamai technologies and 3rd party Ad Integration Software, including upgraded features such as embeddable code for sharing video content on any domain, Full-Screen modes, as well as site catalyst reporting through Omniture ActionSource. Since August 2007 we developed several widgets

(http://www.maxim.com/widgets/index.aspx) that utilized existing RSS feeds to spread Maxim and Blender based content across the web. Other responsibilities as Lead Interactive Developer include weekly meetings to maintain communication between the design and web development departments, bi-monthly reports to the CTO of Alpha Media Group (Maxim parent-company) regarding status on current/known bugs with both internal and external software's. In March of 2008, in a team effort with one other developer, several RIA's were developed that gained unprecedented peaks in page views and unique IPs (roughly 2 million visits per day aside from regular site traffic).

Flash Developer

## **MTV Networks**

November 2003 – September 2006 (2 years 11 months) Greater New York City Area

Design and development for sites and brands under Viacom: MTV Networks: Including MTV.com, MTV2.com, Vh1.com, and other related entities.

## Education

Ashford University

Master of Science (MS), Mathematics and Computer Science

2007 – 2010

Parsons School of Design Bachelor of Fine Arts (BFA), Integrated Design 2001 – 2005

LA Co High School for Arts and Sciences Charter High School Diploma - 1998