ISRAEL PEREZ
Ultimate Web Warrior

Date of birth	25/03/1983
Address:	Sydney, Australia
Phone:	0425286273
Email:	israel@webwarrior.me
Linkedin:	au.linkedin.com/in/israelperezau
Git Hub:	github.com/israelperez
Website:	www.webwarrior.me

I've been involved with many aspects of Engineering, Web Design & Development, Graphic Design, Marketing and some Business development.

I come from an engineering background in Mechatronic Engineering. I worked at Panasonic AU during university in the Research and Development section. I was exposed to Multinational Projects, manufacturing, collaboration and Innovation.

I now specialise in Web Technologies: Design, Development, Branding and Business solutions. Im very proficient with web languages along with web development tools

My work with Groupon and especially Tymec and TopCreative involved me meeting, liaising, coordinating and managing key Stakeholders, CEO's, Head of countries, Project managers, Other designers and developers, Always maintaining a professional and open demeanour.

My vast exposure and unique skill set in Graphic Design, Web Design, Web Development, Photography, some video and sound production made me a great technical lead and project leader able to understand the different disciplines and manage and coordinate individuals and their skill sets. in Tymec I was often the technical consultant and in the development phase of projects I was the lead developer and often did QA research and testing, and end user testing and feedback.

TopCreative focused on a lot of start ups. I was able to bring all of my skills in graphic design, marketing, web development together to help establish my clients business in their target market.

Self Development is important to me and I thrive in intense environments like engineering and development and make efforts outside the workplace to stay on top of latest trends and innovations within my industry.

I'm very much a people and social person. I have great interpersonal and presentation skills which has been a great asset when dealing with difficult clients who have particular requirements and needs.

DEVELOPMENT SKILLS

HTML
90%

CSS
90%

JavaScript
80%

JQuery
75%

PHP
80%

MySQL
70%

IDE

- Sublime
- CyberDuck / Filezilla
- Dreamweaver
- CoffeeScript
- Grunt
- Compass, Sass
- GitHub/Source Tree
- Wordpress, CMS
- MVC
- OOP
- Responsive/Mobile First
- RIA - Flex

OTHER SKILLS

UI & UX
Usability & Accessibility
Google Analytics
SEO
CMS
Flash Pro/Flex
CDN, S3 AWS
File Compression
Asset Optimisation
Adobe - Psd, Ai, Indd & PDF
MS Office
Identity & Brand
Print & Packaging
Photography

Skaffold

Frontend Designer/Developer   Mar - May 2015

Skaffold is a state-of-the-art online stock research application. It interprets key financials and forecasts into image-rich visuals. The application is automated and updated daily using information sourced from top-tier financial institutions.

I was hired for a 4 week contract to help develop, design and code their new concept application based in Angular.js.

◆ Key Responsibilities

- Solve business and technical problems
- Brainstorm ideas and concepts and design solutions
- Go through ticketed items and resolve them
- Designed and developed frontend visual assets, UX, UI and code
- All webapps are mobile first responsive using MVC and OOP architecture
- Every bit of performance optimisation was implemented to create a very clean, streamline efficient app.
- I collaborated with other developers, engineers and designers via Github and SourceTree

◆ Key Outcomes

- Contributed the frontend and middleware for the web app
- Implemented a modern and more user friendly UI
- Introduced better use of colours and icons
- Ensured that content, sections and tools had consistent style and user interaction
- User processes were improved for a easier to understand and more streamlined user experience

Groupon AU - APAC

Frontend Designer/Developer/Engineer   2013 Dec - 2015 Mar

I originally joined the Australian division, where I collaborated with the backend team to create the new web app/site for the search and local verticals. I was migrated to the APAC team mid 2014 where my role was to develop a new web app and maintain it for all APAC countries.

I participated in Groupons yearly, 1 week long, Hackathon "GeekOn" twice and headed my own projects. We created, developed and presented a concept within a week.

I was active in participating in the company's social events as well: sports, donated blood, special events like trivia nights, I even created an arcade machine for the office.

▶ Key Responsibilities

- Created and maintained web app for search and local.
- Programmed customised features for individual APAC countries
- Designed and developed all frontend visual assets, UX, UI and code
- All webapps are mobile first responsive using MVC and OOP architecture
- Every bit of performance optimisation was implemented to create a very clean, streamline efficient app.
- All Assets where G-zipped and hosted on S3 AWS and CDN services
- I collaborated with other developers, engineers and designers via Github and SourceTree
- Lead teams of developers who specialise in different technologies. From brainstorming initial concept, delegating roles and responsibilities, creating a proof of concept, full development and deployment.
- Corresponded and liaised with country heads, executives and project managers worldwide
- Created landing pages for marketing campaigns

▶ Key Outcomes

- Contributed the frontend and middleware for the web app to search and local verticals for AU. This app improved searchability, finding related deals and promoting featured deals.
- In the APAC team, I modified and expanded the app to be more flexable suit a more global solution (eg adding Multi-language support).
- The new app was very streamlined and efficient. Boosting and gaining massive performance advantages over the previous solution and new user experience design also lead to a higher sales conversion rate.
- I co-created a node API service that unified all navigation for the 8 APAC sites and their subpages. This solved a big problem of inconsistent headings across the same site.
- I received an internal award and recognition for my work

WORK HISTORY

TYMEC

Creative Design Manager, Developer, Designer   2005 Jan - 2013 Dec

A creative agency specialising in the corporate sector, Tymec (formerly known as Global Ensemble) mainly focuses on brand marketing and support. I started working with Tymec as a graphic designer, creating marking material for the agency and their clients. I then moved into web where I've used my graphic design skills and my engineering skills to become a strong frontend developer with backend skills. Driven by my passion, good work ethic and ability I got promoted to lead designer and lead full stack developer.

Key Responsibilities

- Understand the clients business, target market, product range and desired outcomes and ensure their needs were fully met by the final product.
- Often in key meeting as a technical consultant to advise our clients and select the best technologies to achieve project outcomes
- Create concepts that met the Scope of work and present them to client
- Develop all graphical assets, code, Interface and animations for both online web apps and desktop applications
- Contributed to marketing campaigns, productions and special events including the creation and continual development of multimedia content
- Project manager and/or lead developer for some projects
- Website design, development and maintenance
- Created and developed brands for use in various mediums including logos, business cards and corporate ID's
- Created posters, flyers, websites and other marketing material
- Worked within external and internal teams to coordinate and allocate people, delegate tasks and resources

Key Outcomes

- Designed and developed multimedia tender interface for presentations helping our client win billion dollar tenders in the mining sector.
- Created an online and offline app for our clients customers so they could generate parts and add them to a bill of materials automating the process, saving the end user time and frustration ultimately adding to the success of the tenders. A first for our clients industry.
- Created an online app that would allow retailers of our client's parts an easier way to label their inventory

Top Creative

Lead Designer/Developer and Creative Art Director   2009 Jan - 2013 Dec

Managing my own freelance business focusing on the small business sector allowed me to deliver significant value to my clients. I draw heavily on their energy and passion for their business to create inspiring designs from concept to production site, delivering their brand to the forefront of the market.

Key Responsibilities

- Client engagement & relationship management
- Help my clients identify and target their specific market
- Project management & resource planning
- Create and design marketing and branding elements, including websites and ID

Key Outcomes

- Many of my clients had a new brand and identity
- I would establish an online presence and point of contact/sales

WORK HISTORY

TAFE WSI

Web Design & Development - Multimedia **Teacher**   2008 Jan - 2013 Dec

TAFE has given me the chance to refine my presentation, communication and mentoring abilities as I try to make the learning process as enjoyable as possible for my students. My role is to teach and assess students on Frontend development, making sure they know current techniques, best practises and new trends within the industry. I aim to assist my students and while challenging at times, I have found it very rewarding for both myself and the students I interacted with

Key Responsibilities
- All the design/fronted/backend skills outlined
- Designed and developed educational resources
- Modified resources to suit various learning environments, student learning styles and demographics
- Managed classrooms and students
- Managed, coordinated and documented teaching plans, lesson plans, resources and assets
- Specialised private lessons for students with mental, physical and learning disabilities

EDUCATION

TAFE WSI

Diploma - Graphic Design   2012 - 2013

This qualification provides an individual with the skills and knowledge to combine technical, creative and conceptual skills to create designs that meet client requirements and solve a range of visual communication challenges. They have a sound understanding of design theory and practice and are able to analyse and synthesise information from a range of sources to generate design solutions.

Graphic designers work in many different commercial and community contexts across both print and digital media. Their work may include or have links to areas such advertising and promotion, art direction, branding, corporate identity, instructional design, packaging, signage and web design.

Diploma - Website Development   2004 - 2007

This qualification provides an individual with the skills and knowledge to design, develop, build and administer websites using a range of website technologies.

University of Western Sydney

Bachelor of Engineering - Mechatronics   2001 - 2005

Mechatronics is a multidisciplinary field of engineering that includes a combination of mechanical engineering, electrical engineering, telecommunications engineering, control engineering and computer engineering

EDUCATION

Additional Training

- Flex 3 and AIR - Rich Internet Applications
- Flash CS4 Professional Advanced
- Flash CS3 Professional Flash Animation
- Web Site Strategy and Planning
- Web Redesign - Strategies for success
- Web Design Fundamentals
- Interaction Design Fundamentals
- Social Media Marketing with Facebook and Twitter
- iOS 4 Web Applications with HTML5 and CSS3
- Designing a Logo Hands-On Workshop
- Wordpress 3.0
- Fundamentals of Print Design
- Mobile Design
- Web Design Workflow with Sass and Compass
- Getting Started With React.js
- Connected to the Backbone
- Perfect Workflow in Sublime Text 2
- Getting Good with Grunt
- Maintainable CSS With Sass and Compass
- Cleaner Code With CoffeeScript
- An introduction to Node.js
- Build Web Apps in Node and Express
- Tools of the Modern Web Developer
- Pro Front-End Workflows
- JavaScript Design Patterns
- Web Application Design

REFRENCES

Tim Wu Head of technology, Groupon Au

Tim was my direct manager for the majority of my time at groupon. He moved to San Francisco in Jan 2015.

📞 (+1 415) 712 6515

Terry Benitez Managing Director of Tymec

Terry and I worked closely with his startup and his clients.

📞 (+61) 402 086 515

Testimonials

Jess Telford - Senior Javascript Team Lead at Domain.com.au

Isreal is an exceptional developer with an eye for product detail that spans coding, prototyping, and soft skills - a people person with a passion for creation, and a drive to make the best possible end result. I highly recommend Israel, and would be happy for the chance to work with him again in the future!

Kevin Spiteri - MD Marketing, Digital & Social Media

Israel has always been a pleasant, enthusiastic and friendly person to work with. Dedicated to the task at hand Israel is one talented programmer, with an abundance of knowledge in the space. He brings a level of creativity and ideas to every project with the aim to always provide more than expected.