Joe Velez

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PROFESSIONAL SUMMARY

Advanced Front End, ColdFusion & PHP developer with over 15 years of experience creating interactive websites and web applications. Capable of efficiently completing projects, and meet the goals of customers and team members.

TECHNICAL SKILLS

HTML	PHP	Git
CSS	ColdFusion	SVN
JavaScript	MySQL	Sublime Text
jQuery	MS SQL	Photoshop
Ajax	MongoDB	Agile Development
JSON	Redis	Jira
Bootstrap	Varnish	Slack

PROFESSIONAL EXPERIENCE

Front End Developer

Surfline/Wavetrak Inc., Huntington Beach, CA   Aug 2012-Current

Surfline provides the world with surf reports & forecasts including swell, wind, tide, buoy and other related weather data. Surfline's other properties, FishTrack and Buoyweather, also provide similar data, as well as fishing charts and fishing reports.

Responsibilities

- Participate in daily scrum meetings, weekly **sprint planning** and sprint grooming meetings.
- Develop and maintain **RESTful API** end points for desktop sites, mobile sites, and mobile apps.
- Develop Surfline forecast pages with **JavaScript "forecast" object**
- Develop Fishing Reports integrating with FilePicker.io **JavaScript API**
  http://www.fishtrack.com/fishing-reports/northern-california-region_58692
- Develop Fishing Charts using NOAA imagery data (AVHRR, MODIS, VIIRS, etc)
  http://www.fishtrack.com/fishing-charts/northern-california_58692
- Develop **back end API** for Fishtrack mobile app
  http://benefits.fishtrack.com/fishtrack_app_premium/
- Develop Surfline's "Wave of the Winter" and "GoPro of the World" mini sites
  http://www.surfline.com/gopro-of-the-world/III/
  http://www.surfline.com/wave-of-the-winter/2014-2015/

- Develop map view of surf spots using **Google Maps integration**
  http://www.surfline.com/surf-report/ocean-beach-sf-northern-california_4127/satellite-view/
- Use of **prepared statements** to prevent SQL injection
- **JavaScript API integration** with FilePicker.io, Google Maps, Leaflet Maps
- Develop Grads scripts, servlets and other JSP scripts
- Maintain Surfline's State Parks's platform
- Maintain Surfline's AngularJS mobile site
- Develop home page modal for new visitors
- **Redis** and **Varnish** caching
- Use of multiple CDNs, including secure CDN
- Cross browser testing
- Contest / Landing page development
- Bug fixes and **Git** branching

Environment: MS SQL 2005, ColdFusion 8 & 9, Linux, Apache, Macbook Pro, SVN, Git

Front End Developer

SmallBizPro, Los Angeles, CA   November 2014-October 2015

SmallBizPro enables business owners to upload, store, and access their important organizational documents, files, financials, policies & procedures, and reports. SmallBizPro also allows vendors, such as banks, to search their client directory for the purpose of pre-approving business loans.

Responsibilities

- Create the site from the ground up using **Bootstrap** for a mobile friendly experience
- **Media Queries** for specific styles on Desktop, Tablet or Phone devices
- **MySQL** database and relational tables setup
- **Prepared statements** (queries) to prevent SQL injection
- **Object oriented code**
- Uploadifive integration
- Built-in JSON on Request for a custom API environment during Ajax requests
- Custom CMS to maintain products, events, workshops, industries, users, documents and more
- Various forms with **JavaScript validation and calculations**
- Custom e-commerce UI/UX
- **AuthorizeNet** payment gateway integration including subscriptions
- SSL installation, CloudFlare implementation, and Apache **mod_rewrite** rules

Environment: Windows, Apache, ColdFusion, MySQL

Front End Developer

Interactive Tax Group, Newport Beach, CA   Apr 2012-Aug 2012

Interactive Tax Group provides a directory of tax professionals, and tax related blogs.

Responsibilities

- Create **WordPress CMS plugin** based on mocks
- Create complex registration form for tax professionals
- Create searchable directory listings
- Payment gateway integration with recurring payments
- Customize WordPress theme and various plugins

Environment: LAMP (Linux, Apache, MySQL, PHP), WordPress

Front End Developer
Dermstore, El Segundo, CA   2008-2012

Dermstore provides a very large e-commerce system including subscription based products for the beauty industry, bulk targeted email campaigns, and various in-house developed beauty products.

Responsibilities

- Develop website and shopping cart system for the BeautyFIX brand
- Cut up and develop **pixel perfect** designs from **PSD** files
- Multiple redesign development
- Request various queries to the DBA
- Landing page development and iterations for **A/B testing**
- Create **HTML emails** and deploy to user base

Environment: LAMP (Linux, Apache, MySQL, PHP), ColdFusion, MS SQL

Front End Developer
White Barn Group, Lake Forest, CA

White Barn Group was a full service Interactive Agency executing on creative brand initiatives for clients such as Del Taco, IHOP, Yoshinoya, Toyota, ABC/Disney, VitalStream and others.

Front End Developer
EwingBeland, Monrovia, CA

EwingBeland was a full service Interactive Agency executing on creative brand initiatives for local clients such as Southern California Edison, Champion Broadband, Ventura Foods, and others.

Front End Developer
Webcreators, Newport Beach, CA

Webcreators provides a proprietary web site building technology and private labels their software.