

SERGIO CRUZ

Web and Mobile Application Developer

Orlando, FL

407-694-8175

<http://sergiocruz.me>

hello@sergiocruz.me

TECHNICAL SKILLS

Overall

- LAMP Stack (Object Oriented PHP >5.3)
- JavaScript
- HTML5 & CSS3
- CSS Preprocessors (SASS & LESS)
- Cross Browser Compatibility
- RESTful API design
- GIT / SVN
- Facebook SDK: Open Graph / FQL
- Node.JS (Junior Level)
- Android SDK (Junior Level)
- Objective-C (Entry Level)
- Ruby on Rails (Entry Level)
- Java (Entry Level)
- C# (Entry Level)

Frameworks & Platforms

- AngularJS
- Laravel 4
- Zend Framework
- Twitter Bootstrap 3
- Unit Testing (PHPUnit)
- E2E Testing (Selenium + NodeJS)
- CodeIgniter MVC
- jQuery / UI / Mobile
- YUI
- Wordpress
- PhoneGap

Databases

- MySQL
- MongoDB
- Redis (Entry Level)

Operating Systems

- Mac OS X
- Windows 98/2000/XP/Vista/7
- Linux

Software

- Sublime Text 2
- Eclipse IDE
- Xcode
- Adobe Creative Suite CS6
- Navicat & MySQL Workbench

Methodologies

- Comfortable with Scrum (agile software development)

Work Samples

- Work samples can be found on my website: <http://sergiocruz.me>

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PROFESSIONAL EXPERIENCE

GOTCHOSEN.COM

July 2014 – Present

Senior UI Developer

- Developed large-scale JavaScript applications using MV* Frameworks
- Implemented Node.js solutions for development workflow using Yeoman, Grunt, Bower
- Used CSS Preprocessors, primarily SASS
- Wrote behavior & unit tests using Karma, Jasmine and PhantomJS headless browser

TRAVELCLICK

February 2014 – Present (Contract)

Application Developer

- Comfortable in a Team environment
- Created User Interfaces from strict requirements. Used Yeoman, AngularJS and Semantic UI
- Hybrid phone applications using Ionic Framework
- Extended existing proprietary PHP framework to support Restful APIs
- Unit tested PHP and JavaScript code

GIVTED

November 2012 – February 2014

Givted is like crowdfunding for gift-giving. Never before Internet users had the opportunity of teaming up to gift someone special. Learn more at <http://mashable.com/2013/07/16/givted>

Product engineer

- Analyzed requirements and turned them into technical specifications – mostly for marketing purposes.
- Managed A/B and user research tests in order to optimize UI/UX, resulting in increased conversions.
- Managed design contests involving more than 30 designers at a time.
- Introduced and lead out the implementation of many new processes including cutting many edge technologies.
- Full stack developer, primary technologies used were Zend Framework for the backend, AngularJS, jQuery and YUI Frameworks on the frontend, along with HTML5 and CSS3 (where applicable)
- Responsive design slicing with strict cross browser compatibility requirements (>IE8)
- Responsive design was also applied in some sections of the site to optimize mobile user's experience.

RGI Marketing

November 2011 – November 2012

RGI has been building successful, turnkey promotions for over 15 years for some of the country's most recognized companies, including but not limited to, LG and Cambridge University.

Web and mobile developer

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- Developed high visibility point-based ecommerce websites and phone apps (~30,000 active daily users) and centralized web-based platform to assist with the management of marketing programs, receiving customers' orders, vendors' PO's, warehouse inventory levels, shipments and order tracking
- Systems were developed from the ground up using the LAMP Stack (PHP5 with Codeigniter), RESTful web-services, and the Android SDK. Frontend included HTML5, CSS3, jQuery and jQuery Mobile.

eReady Websites

July 2010 – November 2011

eReady Websites provided web services for small and mid-sized companies. The services offered include custom website design and development, SEO, social media marketing and more.

Full stack LAMP Developer

- Developed websites using ModX, Drupal and Wordpress.
- Developed marketing system that generated thousands of leads using multiple top-level domain names to generate thousands of websites with many different themes, uncountable numbers of pages; which were based on synonym spun articles, geo-location, etc. This SEO system was built with the LAMP Stack, serving dynamic top-level domain names. We also experimented with many different forms of caching including APC, MongoDB, Redis, Memcached, and even flat files
- Built CRM system that enabled the sales team to manage the leads that were captured from the SEO system, with features such as e-mail auto-responders, call back and events alerts, lead-capturing reports, graphs, etc.
- The CRM system was built with object oriented PHP 5, MySQL database, (x)HTML, CSS, jQuery and jQuery UI. The SEO system communicated with the CRM application using RESTful web-services.

Blue Palm Hotel

May 2009 – July 2010

The Blue Palm Hotel used to be a Travelodge franchise, however they decided to try things on their own because of the many limitations they had when working with the franchise. That was when I joined them to take care of their web presence.

LAMP Developer

- Developed a web-based reservation system that worked in 4 different languages: English, Spanish, Portuguese and French.
- The reservation system included an administration panel that enabled hotel administrators to tweak room prices as needed throughout the year.
- They were also able to manage the reservations that came in, and to generate reports to control what marketing campaigns worked best.
- The whole package was built using PHP and MySQL as the backend engine, and (x)HTML, CSS and Javascript on the frontend.

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Self Employed

December 2007 – May 2009

Freelance developer and IT Consultant

- Assisted many businesses around the Central Florida area by developing websites and web-apps, designing flyers, posters and business cards, managing Windows networks and repairing computers and laptops.
Software used: Adobe Creative Suite (Photoshop, Fireworks, Illustrator, Dreamweaver and Flash), Corel Draw, NuSphere PhpED.

Brazilian National Biodiesel Magazine

July 2006 – December 2007

LAMP Developer

- Responsible the magazine's complete web presence by developing and maintaining their website, ecommerce store, e-mail newsletters and SEO.
- Website included a custom CMS that enabled magazine writers to post articles directly into the website. CMS, ecommerce store, and newsletter manager were all built from the ground up using PHP and MySQL.

EDUCATION

University of Central Florida

Expected graduation date: December / 2015

Part time student pursuing a Computer Science Degree

Relevant courses taken:

- iOS App Development
- Android App Development
- Advanced Java Programming
- C# Programming
- Database Management Systems
- Programming concepts using the C language

Technical Certificates:

- Computer programming specialist (Jan/2012)

Valencia College

Associate in Arts Degree

LANGUAGE SKILLS

- Portuguese (Native)
- English (Fluent)
- Spanish (Conversational)