

# Tim LaTorre

Web Designer & Developer

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## Experience

### General Assembly

Oct '12 - present

Student, Web Development Immersive | New York, NY

- Attended full-time course focusing on full-stack Ruby on Rails web development, including: HTML5, CSS3, Javascript, JQuery, AJAX, and computer science.
- Conceived/developed final project, Bank of Mom & Dad, a virtual bank to help parents administer their children's chores and allowances.
- **Project work included:**
  - Secure login (BCrypt) and credit card processing (Stripe).
  - Geolocation incorporating Google Maps and geocoder.
  - Web crawling and parsing using HTTParty and Nokogiri
  - Image management and cloud storage using CarrierWave, ImageMagick, Fog and Amazon Web Services' (AWS) S3.
  - Messaging automation via Twitter API and AWS' SES for email.
  - Debugging and testing using Pry, Capybara, RSpec, launchy, database\_cleaner, and ruby-prof.

### Freelance

Oct '08 - Oct '12

Project Manager & Graphic Designer | New York, NY

- Managed the transmedia project 'DEXTER Alternate Reality Game (ARG)' for Showtime Networks. Managed relationship with advertising company to produce over 20 microsites as part of gameplay.
- Designed print and web projects for fashion & entertainment industry clients, including: Sixty USA (MissSixty and Energie brands), House of Hot Sox, Tumi, Film Society of Lincoln Center, & indieWIRE.

### VF Sportswear, Inc.

Jan '07 - Oct '08

Manager, Visual Presentation & Communication | New York, NY

- Managed the Nautica In-Store Environment program for international and domestic retail partners, including rollout of new store concept.
- Assisted VP of Creative Services in the fiscal management of \$1M Creative Services department budget.

### VF Sportswear, Inc.

Jan '05 - Jan '07

Graphic Designer | New York, NY

- Creative lead for Kipling brand in North America. Responsibilities included concept, copy, design and production of all US advertising, point-of-sale, marketing and promotional materials.

### Freelance

Jan '99 - Jan '05

Graphic Designer | New York, NY

- Clients included: Nautica Apparel, Chanel, Merrill Lynch, Vincent Gagliostro Studio, and indieWIRE.

### indieWIRE.com

Nov '97 - Jan '99

Managing Director | New York, NY

- Founding member/business head of daily news service for independent film.

## Skills

### Front-End Web Development.

HTML5, CSS3, Javascript/jQuery, AJAX, SASS, HAML and Jade.

### Back-End Web Development.

Ruby on Rails, Node.js, PostgreSQL, MongoDB, various gems and APIs.

### Design.

Adobe Photoshop, Illustrator, InDesign, and Acrobat Pro. Art direction, graphic design, typography, and brand development.

### Project Management.

GitHub, Pivotal Tracker. Agile development with Scrum.

### Additional skills.

Copywriting/editorial, budget management, marketing and communications, intermediate Spanish.

## Education

### San Francisco State University

Bachelor of Arts, Cinema Studies

### University of California, Los Angeles

English Literature

## Facts & Interests

**Background.** I'm a Peace Corps baby - my father is from Peru and my mother is from Montana. I grew up in the shadow of Silicon Valley . . . Fremont, CA.

### New Line Cinema's 'The Mask'.

Production assistant on the Jim Carrey-starring film, shot in Los Angeles.

**Eyebomb.com.** Founder of a start-up focused on web-based video: a 'TV Guide for the Web'.

**Travel.** I've lived in 5 cities in 3 countries and traveled to 29 countries altogether.

**Soccer.** I play regular co-ed pick-up games in NYC parks. Ardent Arsenal FC supporter: Go Gunners!