

# TOM DIFRANCESCO

Hi, I'm a developer specializing  
in web applications, UI/UX and  
workflow automation.



My interest with computers started when I was about ten years old, and after two years I had my first freelance web design client. Writing clean, scalable code has been a passion of mine ever since. Later, I discovered that the troubleshooting skills acquired from programming were useful for preventing and solving problems in business. Since then, I have been working with small businesses, developing and implementing solutions to increase productivity and foster growth.

## CONTACT

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San Diego, CA

## EDUCATION

University of California, San Diego  
*Mechanical Engineering*

## SKILLS & SOFTWARE



## EXPERIENCE

AUG 2017 - MARCH 2020

### TECHNOLOGY DIRECTOR

*Volt Live*

Lead a complete company rebrand after Volt Live (formerly Pyro Engineering) acquired Lasertainment in August of 2017. Fixed infrastructure issues and previously integrated systems that were preventing the company from scaling. Integrated new systems to streamline workflow and communication across offices and departments. Salesforce administration and development work including a migration from classic to lightning. Migrated Quickbooks from desktop to online. Cleaned up customer and financial data using Tableau. Generated reports to show insights and trends. Built custom integrations to automate workflow and sync data between Salesforce, Quickbooks, Slack and other systems. Outsourced/managed or created all customer facing assets including social media, websites, promo videos, documents/templates, etc.

FEB 2017 - AUG 2017

### TECHNOLOGY DIRECTOR

*Lasertainment, Inc.*

Implemented a new CRM, an inventory management system with barcoding, and other third-party applications to improve communication, data tracking and employee workflow. Improved company branding by redesigning the company website, social media pages, business cards, document templates and all other customer-facing materials. Assisted with developing new technology for large production projects, and new employee onboarding.

JULY 2015 - FEB 2017

### LEAD FRONT-END WEB DEVELOPER

*FortuneBuilders*

Our in-house dev team was responsible for developing and maintaining our online real estate education platform that served thousands of subscription based customers. My main responsibilities were as follows:

- Identify areas of the site where the UI/UX could be updated to improve student learning/workflow.
- Wireframe new designs. Once approved, write up specs for the front-end and back-end teams.
- Lead and contribute to the front-end code development for each project. Most of the modules were coded in AngularJS with a dev environment utilizing NodeJS, Gulp, SCSS and Git versioning.

JUNE 2013 - JULY 2015

### LASER OPERATIONS SPECIALIST

*Lasertainment, Inc.*

Performed laser shows at XS and Marquee, the #1 and #2 ranked nightclubs in the nation at the time. Privately contracted to music festivals such as Electric Daisy Carnival and Coachella. Extra responsibilities included, but were not limited to: set up and tear down at events, software configuration, troubleshooting advanced wiring and networks, consulting work for nightclubs and collaborating with artist managers.

FEB 2012 - JUNE 2013

### FRONT-END WEB DEVELOPER

*SABA SEO*

Responsible for designing website mock-ups, meeting with clients to discuss UI/UX changes, and coding a website from start to finish under strict deadlines with an emphasis on attention to detail.

## Thank you!

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