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Summary:

Experienced developer with a passion for using technology to accomplish the best customer experience, extensive knowledge in design and development of rich interactive applications, and motion storytelling using a varied of code languages.

Tools:

Javascript, Angular, CSS, HTML, PHP, NodeJS, React, React Native, MongoDB, Express, ReactJS, Objective C, Swift, GreenSock, JQuery, MySQL, CodeIgniter, Wordpress, Flash (AS2/AS3), MS Office, Photoshop, Illustrator, Sketch, Final Cut Pro Studio, After Effects, Lightwave 3d, GIT, NET

Work Experience:

Go Mango Chicago, IL

Lead UI / UX developer

Oversee product experience, create UX design, develop, and consult customers to create great experiences for their users

- **Customer Engagement Applications**

- Envisioned, diagramed, and developed
- Developed use cases
- Determined API endpoints needed and integrated with them
- Customized the product for the retail, advertising and quick service restaurant industries

- **POS Product**

- Developed user management and roles
- Inventory management and lookup
- Credit Card processing
- Customer Rewards
- Customer address book

- **Admin v1.0 & 2.0**

- Outlined user flow
- Coded the business logic & integrated web services
- Enforced user authentication/roles
- Developed new features and components

- **Social Integration**

- Developed web application using PHP, Javascript, and HTML5 to unify customer experience across all social channels
- Integrated API's from Facebook, Twitter, Instagram, Text, and other 3rd party

- **Prototype customer journeys**

- Coded all the experiences, integrated all the context, and deployed McDonald's digital experiences
- Omni Channel complete experience for brick and mortar

Civiq Smartscapes Chicago, IL (Feb. 2016 – Feb 2017)
Lead UI / UX developer

Focus on citizen engagement experience for municipalities. Worked directly with cities to bring their smart city visions to life. Integrated/developed city service applications for a new platform.

- **Citizen engagement applications suite**
 - Created user flow and functional diagrams
 - Developed Applications
 - Integrated city services (transportation, 911, dining, attractions, and things to do)
 - Consulted cities on the citizen journey and benefits of the technology
 - Developed all documentation for each application
- **Columbia University on-campus engagement**
 - Created user flow and diagrams
 - Developed college engagement application
 - Established wayfinding and shortest path to their location
 - Integrated with university web services
 - Review data to establish customers interest points
- **Migration from the Elevate Digital V2 platform to V3**
 - Migrated services from V2 windows version to V3 Linux version
 - Coded Admin for V3 to handle all new applications
 - Redevelop citizen application to work with new architecture
 - Integrated all web services
 - Established new health monitor
- **Speaker at partner events**
 - Cisco live 2016 [Link](#)
 - eMergeAmericas 2016
 - ATT
 - DSE with Intel 2016 [Link](#)

Elevate Digital acquired by Civiq Smartscapes Chicago, IL (June. 2012 – Feb. 2016)
Lead developer

Led mobile development for the company. Implemented their mobile strategy to help engagement and increase revenue. Streamlined production of overall products. Launched engagement experiences with multiple brands across huge network. Worked in partnership with Cisco, AT&T, and city officials to materialize their smart city initiatives.

- **Elevate Digital Mobile Application**
 - Wireframe and diagramed user flow
 - Using PHP and MySQL to develop web services to integrate with city real-time service
 - Integrate mobile application to the current platform
 - Manage updates without hindering user experience
- **Admin Campaign Manager for Mobile Application**
 - Developed frontend and backend to handle promotion for advertiser; based on geo

- location, NFC, and schedule
- Developed features to provide analytics, ad frequency and location/time of ad
- Developed uploads, schedules, and geo-fencing features
- Integrated google service and tracking
- **Caesars Entertainment Hotel Self Check-in**
 - Wireframe and diagramed user flow
 - Developed application in NET framework
 - Determine security
 - Integrated with 3M ID scanners, Tokenized Credit Card Readers, Cameras, Printers, key card reader/writer
 - Integrated with IJWS
 - Developed credit cards payments processing features
 - Developed upgrade process depending on loyalty program
- **Caesars Entertainment LINQ Hotel Experience**
 - Development customer engagement applications Photo, Wayfinding, Things to Do, Restaurants, Events across all their hotels on the .NET framework
 - Developed smart recommendation features
 - Developed features to analyze and report service level metrics
 - Integrated applications with Caesars web services, Mass Relevance (SpredFast), OpenTable, FreshTxt, Adobe CQ & Analytics (Adobe Experience Manager), and Bazaarvoice
 - Determine security and firewall
 - Integrated with 3M ID scanners, Tokenized Credit Card Readers, Cameras, Printers, key card reader/writer
- **Simon Property Group**
 - Managed over 300 interactive units deployed in the field
 - Worked with the Simon leadership team on a weekly basis
 - Built a suite (Photo, Directory, Mall insider, Deals, Movies, and Weather) of applications for in-mall experience
 - Established protocol to enhance customer data per location and support
 - Integrated applications with Elevate API, Simon API, Gracenote movie API, deals, and weather
 - Managed rollout of advertisement campaigns on the Simon network
 - Developed features to increase revenue opportunities inside the directory application
 - Generated per season, sales cycle, and yearly reports and analytics
 - Worked directly with advertisement companies and agencies to conceptualize and develop custom interactive experiences for brands like Coke, Covergirl, Pepsi, Pentel, Samsung and others

William Labadie Chicago, IL (Nov. 2011 – June. 2012)
Freelance Developer

Used a variety of technologies to develop desktop presentation tool for pharmaceutical speakers, web promotions for Pfizer products, tablet application for Astellas, and videos for 1800doctors and the heart association.

- **Pharmaceutical Presentation Tool**
 - Developed presentation tool that could be used by multiple pharmaceutical companies to provide an easy way to access information about the products and the order of the presentation
 - Applied business rules and user roles
 - Created features for documentation lookup and scheduling
- **Astellas iPad Application**
 - Developed an iPad application using web technology and native Objective C
 - Developed user authentication and role based access

- Work directly with copywriters and legal for approval
- Developed JavaScript libraries to unify animation across the application
- **Promotional Videos for 1800doctors & Heart Association**
 - Worked directly with creative team
 - Programmed AE Expression to make animation dynamic
 - Animated images, videos and text

Emmis Interactive Chicago, IL (Oct. 2008 – Nov. 2011)
Interactive Developer

Produced tools to transition flash media into other technologies. Worked on new engagement tools to increase user interaction. Built prototype for new business ideas to help the company move into the mobile industry. Service a variety of top media brands in North America like Virgin Radio Canada, Hip Hop giants Hot97 (New York) and Power106 (Los Angeles). Develop the first radio stream prototype that became “nextradio”.

- Develop tools for their homegrown content management system
- Created a javascript CSS style manager
- Convert all tools to support multi-language

Caxy Inc. Chicago, IL (Oct. 2005 – Oct. 2008)
3D/Digital Video/Flash Animator

Focus on integrated technology with wireless, video, 3d, web, and special events.

- Design web interfaces
- Programmed Flash AS2/AS3 sites
- Coming up with the new chemistry between wireless technology and video.
- Executed a fresh look to web commercials by using digital video, flash, Motion graphics and 3d
- Used innovative feed technology to broadcast video and audio over a web stream
- Directed multiple online video campaigns
- Used tracking and green screen removal software to integrate video into online marketing

Awards and Honors:

rAve Pubs, Digital Signage Most Fun Demo
[Elevate Digital Emoji World App - 2015](#)

DSE Apex Award
 Bronze Winner Interactive Self-Service Garrett Popcorn - 2014

PromaxBDA Awards
 Silver Awards for Thinktank website in 1999

Yahoo! Internet Life
 Roller coaster website was chosen as a Yahoo top 100 sites of 1998.

USA Today
 Discovering Dinosaurs website is featured as a top pick.

Entertainment Weekly
 "Stale old Encyclopædia Britannica, gets hip, with their British invasion spotlight"

References:

References available upon request.