



Web Developer

Business Logic Analysis | Full Lifecycle Development | Strategic Planning

Detail-oriented Web Developer with progressive experience managing projects and developing innovative web-based solutions, information systems, and digital content. Plan and coordinate complex development projects from initial requirements through architecture, configuration, and implementation. Combine expertise in strategic planning and customer support with strong qualifications in team building and leadership. Outstanding interpersonal and communication skills; able to quickly build rapport with clients, colleagues, vendors, and senior management. Bilingual; fluent in Spanish. Technical proficiencies include...

<i>Programming</i>	PHP, HTML, CSS, JavaScript, jQuery, SQL, MySQL, Objective C, AJAX, PostgreSQL
<i>Environments</i>	Windows Client/Server, Mac iOS, xCode, Mac OS X Client/Server
<i>Tools</i>	Active Directory Administration, Open Directory Services, Apple iBook Author, Apple iWork Tool Suite, Adobe Creative Suite, InDesign, Coda, Espresso, Drupal, WordPress, Luxology Modo 3D, Microsoft Word, Excel, Pages, Numbers, Keynote, Adobe Illustrator, Adobe Photoshop, Adobe Dreamweaver, Coda, Espresso, FileMaker, OmniGraffle, Merlin Project, Apple Remote Desktop, Apple Server Suite, Visio, MS-Project, Keynote, Point-of-Sale Systems (POS), Moofle, Blackboard, Desire2Learn, Open Source
<i>Development</i>	Project Management, User Interface (UI) Development, Mobile Development, Technical Support, Graphic/Web Design, Systems Development/Administration, Team Building/Leadership, Resource Allocation, Digital Solutions, Front End Development, IT Consulting, Technical Documentation, Quality Assurance, Relational Databases, Process Modules, Digital Content Design, Information Systems

Professional Experience

Various Contracted Engagements - Bogotá, Colombia

INDEPENDENT TECHNICAL CONSULTANT / IT APPLE SPECIALIST, 4/2006 to Present

Primary technologies: PHP, HTML, CSS, JavaScript, jQuery, SQL, MySQL, Objective C, Apple iBook Author, Apple iWork Tool Suite, Windows, Mac OS

Serve as Technology Consultant and Digital Solutions Developer for diverse customer base; integrate and optimize end-client applications, digital publishing, website development, and workgroup software setup / configuration. Communicate extensively with clients; gather requirements, define project scope, and develop digital solutions based on specific business needs. Drive continuous improvement; provide technical expertise and offer recommendations regarding standard practices and procedures. *Selected contributions include...*

- Designed and developed Dorling Kindersley Spanish online portfolio (www.dk-es.com); currently creating component for new DK Spanish online store (www.dkspanol.com) for Latin America.
- Consistently met aggressive deadlines; prioritized workflow to ensure attainment of customer requirements, complete projects within established timelines, and surpass expectations.
- Isolated server issues from client and network problems for Prana Publicist, CG Conceptos Graphics, and other companies by connecting common network resources with Directory Services, AFP, SMB, SSH, FTP, WebDAV connections, Bonjour, and NetBIOS.
- Facilitated network services on OS X Lion Client, peer-to-peer collaboration, file sharing between Macintosh and Windows, screen sharing, and web document sharing; efforts identified server problems for AC Agencia Central, Clever Cosmetics, MetroStudio, and various other clients.

PCMac SA - Bogotá, Colombia

IT MANAGER, 9/2006 to 9/2012

Primary technologies: PHP, HTML, CSS, JavaScript, jQuery, SQL, Objective C

Managed development of customized solutions for corporate, educational, and governmental sectors as Chief Architect / Senior IT Specialist. Incorporated solutions in alignment with multidisciplinary demands and strategic client plans for knowledge management, multimedia, publishing enterprise IT services, and mobile computing. Held full accountability for market and product development tasks; managed business model design and operations. Oversaw systems administration and hardware / software technical support. Supervised customer support services division; provided training sessions for technical support personnel. *Selected contributions include...*

- Championed integration of Apple mobile devices throughout Universidad Autonoma de Occidente; transitioned from Windows to Apple environment, which enhanced student access to institutional digital assets library.

- Headed architecture of innovative digital solution that recorded audio and video signals for Colombia National Direction of Police Intelligence; solution resulted in nation-wide adoption of new technologies, practices, and standards.
- Developed standard configuration process that significantly optimized productivity; delivered more than 1,200 machines customized to client requirements in record time.
- Played key role during implementation of online work group collaboration system that tracked service support data and resources, thereby driving efficient service support in alignment with Apple warranty requirements.
- Led API integration to joint services such as Rosetta Stone learning Languages system with in-house Learning Management System for SENA (Colombia National Service for Learning).
- Served as technical resource and mentor; provided expertise regarding new technologies to internal stakeholders and external clients.
- Enhanced knowledge and media management for various educational institutions by researching Learning Management Systems and formulating efficient adoption strategies.

Zemoga Ltda. - Bogotá, Colombia

IT MANAGER, 4/2006 to 9/2006

Primary technologies: PHP, HTML, CSS, JavaScript, MySQL

Led the design and development of customer-specific solutions during this short-term engagement. Managed all aspects of projects; defined project scope, allocated resources, and ensured on-time completions. Configured and setup Windows, Apache, and Asterisk servers; utilized various platforms to support web development. Produced and presented detailed project status reports. Managed support and communication systems; researched and secured external email service. Selected contributions include...

- Project managed setup of primary IP telephony system; allocated resources and coordinated configuration activities in order to successfully complete project objectives.
- Boosted productivity by providing hands-on mentoring and technical expertise regarding the usage of new technologies.

Farmacity Colombia SA - Bogotá, Colombia

IT MANAGER, 4/2006 to 9/2006

Primary technologies: PHP, HTML, CSS, JavaScript, AJAX, PostgreSQL, Delphi

Directed all facets related to the design and development of customized solutions in support of data driven web information system. Oversaw projects, conducted business logic analysis, developed process modules, and performed systems administration. Managed communication and networking systems, including email, chat, video conferencing, and IP telephony. Led technical support activities; troubleshoot and resolved technical issues, ensuring optimal performance. Provided hands-on leadership to technical teams in various locations. Presented training sessions regarding business logic process. Selected contributions include...

- Spearheaded development and implementation of primary Information Systems for retail operation; integrated webService model with PostgreSQL, including data syncing and replication processes in order to optimize data mining and facilitate 24x7 uptime.
- Instrumental in decreasing transaction costs for information systems by utilizing Open Source software and negotiating license bundling when procuring hardware.
- Devised and implemented of customer web access 'light client' and 'rich client' Windows applications for Point-of-Sale (POS) systems.
- Led design of extended network by converting DSL and wireless circuits to wireless metropolitan network.

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Additional experience includes Art Director (CG Conceptos Gráficos Ltda.), Production Manager (Combiser SA), Production Manager (Metro Comunicaciones Ltda.), Department Director (Valtec SA), and Free Lance Designer (Centro de Publicaciones Uniandes)

Education & Credentials

Professional Certifications

Apple Certified Technical Coordinator 10.7 (ACTC) ~ Apple Certified Support Professional 10.7 (ACSP)
 Apple Certified Support Professional LION (ACSP) ~ Lion Apple Certified Desktop Technician (ACDT)
 Apple Certified Macintosh Technician (ACMT) ~ Apple Certified Portable Technician (ACPT)
 Apple Certified Help Desk Specialist (ACHDS) ~ Apple Product Professional (APP)
 Adobe Certified Associated Visual Communication using Adobe Photoshop CS6 (ACA PCS6)