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Burlington, ON

# Adrian Valera

## Software Developer

### Programming Languages

JavaScript, TypeScript, AJAX, HTML, CSS, PHP, MySQL, C#, JSON, .Net, Blazor, ActionScript

### Libraries and Frameworks

React, Next.js, Tailwind CSS, Bootstrap, Foundation, Styled Components, CSS-in-JS, JQuery, AngularJS, React Redux

### Tools and Platforms

Visual Studio Code, Figma, WordPress, Drupal, Git, Docker, Articulate Storyline, Adobe Captivate, Adobe Photoshop, Adobe Illustrator, Adobe In Design, Mac and Windows

### Others

Object-oriented programming, RESTful API, MVC Design Pattern, UI/UX Design, Graphic Design, XMPie, SCORM, Webworks, Omniture, SEO

### Notable Clients:

Parks Canada, Loblaws, Rexall, Canada Post, CBC, Tiffany & Co., TD Canada Trust, Blackberry (RIM), Redfin

### Interests

Web accessibility, Photography, Cooking, Gaming, Soccer, Travel

### Self-employed Web Developer/Designer May 2015 to Present

Parks Canada, Lowe Martin, BP Media Inc, Canada Post, Redfin, Pinelake Communications, Loblaws, CBC, McKesson, Rexall, TD, Spec Construction, Skypower, Orchard Design, Terminal Van Gogh, Coder Crew, Tiffany & Co. – Burlington, ON

- **Developed a custom XMPie portal** for real estate agents to streamline the ordering of marketing materials, integrating a custom API to connect with Redfin's agent database for automated form completion and enhanced user efficiency.
- **Led the development** of an e-commerce website for Parks Canada in collaboration with a team of developers and designers, utilizing React, ASP.NET, and Bootstrap. Integrated XMPie technology to support commercial printing capabilities.
- **Designed the logo and crafted the UI/UX** for a startup's website focused on teaching children to code, ensuring an intuitive and engaging user experience.
- **Developed and optimized eLearning solutions** using the AngularJS framework, enabling rapid, responsive development across a wide range of modern platforms and devices.
- **Engineered highly responsive websites** leveraging HTML5, CSS, and the Bootstrap framework to ensure seamless user experiences on all devices.
- **Maintained mission-critical web applications** for facility inspectors, ensuring safety and security compliance. The application utilized HTML5, CSS, JavaScript, jQuery (front-end) and PHP, MySQL (back-end).
- **Created and deployed multiple websites** using WordPress and Drupal, tailoring solutions to meet diverse business needs.
- **Built SCORM-compliant and accessibility-compliant eLearning modules** using Articulate Storyline and other rapid authoring tools, ensuring adherence to industry standards and accessibility requirements.

### Senior Interactive Media Developer May 2007 to May 2015

PineLake Communications Inc.- Waterloo, ON

- **Lead Developer for Pinelake's flagship product**, the Interactive User Guidance (BB-101) for BlackBerry devices, developed using a range of front-end technologies including HTML5, JSP, CSS3, JavaScript, jQuery, jQuery Mobile, XML, ActionScript, and PHP for server-side scripting.
- **Successfully deployed and maintained websites for 67 countries, 21 mobile carriers, and 18 languages for BlackBerry**, addressing complex challenges related to cross-browser/device compatibility and character limitations for multilingual content.
- **Designed and implemented key enhancements**, improving user experience, and delivering cost-effective solutions through a "one format fits all" approach using HTML5, JavaScript, and ActionScript.
- **Led and managed a team of developers and designers**, ensuring project deadlines were met and deliverables exceeded expectations.
- **Developed high-fidelity prototypes using HTML5, JavaScript, and Adobe Flash**, which supported Pinelake's sales team in pitching to major clients such as Sony, Nokia, McKesson, and BlackBerry.
- **Trained production designers** in the use of streamlined content creation processes with Photoshop and Flash, resulting in faster and more efficient workflows.
- **Pushed the boundaries** of Adobe Flash, optimizing shared assets and dynamic content management to enhance functionality and performance.
- **Built cross-platform compliant e-newsletters using HTML and CSS** for leading mobile carriers, including T-Mobile, AT&T, and Best Buy.
- **Rapidly developed BlackBerry apps** by converting HTML5 and JSP-based websites into native apps through BlackBerry WebWorks.

- **Implemented advanced tracking solutions** with Omniture and Google Analytics to provide highly targeted insights and performance metrics.
- **Contributed to creative brainstorming sessions** with art directors, designers, and developers, fostering new project ideas and process improvements.
- **Designed user-friendly mockups in Photoshop and optimized graphical elements** for enhanced web performance and user interaction.
- **Designed and developed creative assets** for a proposal project utilizing Photoshop and InDesign, integrating the Facebook API, Adobe Flash, HTML, and PHP to deliver a dynamic and visually compelling presentation.
- **Developed a Flex application** to create a custom XML builder, significantly streamlining the content production process for BlackBerry's case study website.

### **Web Developer/Designer** January 2005 to May 2007

Instaclick - Toronto, ON

- **Executed web development tasks with a strong focus on front-end technologies**, including XHTML, CSS, JavaScript, and ActionScript, to deliver responsive and visually appealing web experiences.
- **Designed intuitive, user-friendly layouts** for websites developed in both Flash and HTML, ensuring seamless navigation and optimal user engagement.
- **Created dynamic Flash animations and interactive web ads** aimed at capturing and engaging the attention of end users.
- **Designed layouts and optimized graphics for web advertisements** using Photoshop and Illustrator, enhancing visual appeal and performance.

### **Freelance Web Developer/Designer** July 2002 to January 2005

Aicom Solutions, Globalmaxx Technologies, Applimaxx Corp. - Toronto, ON

- **Handled the full spectrum of web development tasks**, including web programming, art direction, design, graphics creation and optimization, testing, and publishing, ensuring seamless project execution from concept to launch.
- **Developed user-friendly websites** using HTML, CSS, JavaScript, and Flash, prioritizing intuitive design and functionality for optimal user experiences.
- **Designed and built CD-ROM applications** with Macromedia Director for "in-box" distribution, enhancing the user experience through interactive media.
- **Led the art direction and design of corporate visual identities**, creating brochures, business cards, posters, and CD-ROMs using Photoshop and Illustrator, ensuring consistent and impactful branding across all media.

