

Alex Pineda

Product Manager / UX Design & Development - Kitchener, ON, Canada

alex@alexpineda.ca - 905-520-9066 - skype: alex.pineda41

[Personal Site](#) [LinkedIn](#) [WIP](#)

General Skills

UX/UI Design & Development, Business Analysis, Prototyping. Have done significant projects in many modern technologies and tools, for example node, react, angular, aws. I am comfortable with full stack technologies from database to UI design. Have experience in marketing business processes particularly technical marketing, paid advertising, landing pages and sales funnels. Have lead teams and provided guidance to business teams looking for technical roadmaps and tradeoffs to approaches.

Manager of Product Development - LassoCRM

January 2019 - Present

- A mix of business analysis, UX and product lead I develop the vision and guide our team towards product features that will serve our business objectives, pressing customer needs and company resource constraints.
- We take a comprehensive approach for product design starting with problem identification and validation, issue categorization, summarization and prioritization across our large customer base. With this process we can then develop an ideal outcome fitting within the existing application, user needs and technical constraints that matches the business objective.
- I experiment with approaches and tend to lean towards jobs to be done, however through my career I have and continue to incorporate several approaches and styles to product design and development.

UX Lead - LassoCRM

January 2017- 2019

- Primary initiative for in-house email drag & drop editor (ala mailchimp) to compliment our email marketing suite. Through internal interviews, competitive analysis and ethnographic research we were able to come up with a feasible solution that solved customers problems within constraints of the company's resources.
- For each project I have been responsible for setting KPIs to reflect quarterly business objectives. The Project KPIs intend to reflect business objectives such as retention, growth, etc. Additional various approaches have been used including opportunity backlogs, agile, and sometimes more formal waterfall type approaches.
- Have mentored and coached teammates, bridged the gap in communication between business, design, front-end and back-end technical units.

Independent Consultant - RAPINEDA Software Systems Ltd.

August 2014 - December 2016

ArcelorMittal Dofasco

- Headed UX as a new discipline within IT Solutions. Developed Personas for cross-departmental use and end-user empathy. Coordinated with Project Managers, Product Owners, and IT resources for strategizing data modelling and development approaches. Carefully developed communication documents for creating shared direction and vision. Mentored co-op students in their front-end development work. JavaScript, AngularJS, BPMN, Java, Spring.

BiOptimizers - Business Analyst

- I was brought onto a project that was severely lagging in order to analyse the businesses current position, evaluate the existing software development process, and recommend a new direction. It was an international (remote) team consisting of developers, project managers, scrum masters and business owners. Trello, Skype, Google Docs.

CopyStrong - Remote UX Developer

- As a UX Developer on a completely remote team I tackled front-end implementation using Backbone and Marionette guiding architecture decisions and balancing tight deadlines. I brought sophistication and flexibility to their front-end design. JavaScript, Backbone, Marionette, JIRA.

Condor Signal - Project Manager

- TTC / Toronto Transit Commission's new Ashbridges bay Yard utilizes RFID tags. We were responsible for the software and hardware integration with legacy C++ software that the TTC runs in order to accommodate the new RFID train taggers. I managed expectations on the project, guided the developers, ran code reviews, and negotiated contracts. C#, C++, Visual Studio.

Mabel's Labels - Data Analyst

- In coordination with their controller, I programmed SQL data scrubbing and report development for Mabel's Labels business intelligence (recently acquiring for \$12m). MySQL, Python.

My Moments - End-to-end Web Platform / Full-Stack developer

- Developed full web app for the MyMoments startup (acquired) and systems from scratch integrating technologies including email automation, embedded webforms, admin backends, and a/b testing. JavaScript, Laravel 4, Digital Ocean.

Lamontagne Geophysics - Cloud Software

- *Developed integrated "cloud file system" for Lamontagne's 3d visualizer / geo-measurement tool. JavaScript, PHP.*

Independent Trainer - YWCA

January 2016 - March 2016

JavaScript, HTTP, Chrome Dev Tools, PHP, SQLite

- In tandem with the YWCA I developed both a 6 week and 10 week curriculum for continuing education adults, women and immigrants. One for the Women in IT program and the other for the ICT Bridging program. These curriculums replaced the Mohawk College programs due to low participant turnout and additional budget allocations.
- Personally delivered the program teaching UX, JavaScript and other Web Technologies through blended learning techniques with both in-person and discussion board platform support.
- Gathered information on participants, fields of study, online study resources, educational best practices and learning psychology in order to form a strict yet curiosity lead program.

Mabel's Labels - Lead Web Engineer

September 2012 - August 2014

C#, .NET, IIS, Windows, PHP, JavaScript, jQuery, Optimizely, Google Analytics

- Assisted the VP of IT in strategic decision making in regards to recruitment, team mix and vendor sourcing.
- Maintained our PHP, JavaScript and C# / Web Service applications serving 1000s of requests a second allowing business to perform securely and be performant in serving customers.
- Guided architecture discussions and strategies with colleagues and junior developers. I was proven to help with employee retention.

Community Leader - Hacker Saturdays

January 2014 - 2016

- Ran a monthly get together for coders to share problems and connect with the community

Worked with David Carter from IF at Mabel's Labels on several of their projects.

Anand Sinha (formerly of RIM) at Mabel's Labels

Kevin Browne of Software Hamilton on various community projects including a javascript workshop

Formal Education

- Digital Marketer - Customer Acquisition Specialist - Certificate - 2015
- Wharton Online - Business Foundations - Certificate - 2014
- Mohawk College - Software Engineering - Diploma - 2009-2011