

Alex Pineda

Business Analyst / UX Developer - Hamilton, ON, Canada
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General Skills

Software development and managing the software development life cycle, Scoping and Requirements Gathering, UX / UI, Full-stack development, Rapid Software Development, Product Management & Business Analysis. Have done significant projects in JavaScript, C#, PHP, HTML, CSS, MySQL, Python, AWS, DigitalOcean, Ansible.

Independent Consultant - RAPINEDA Software Systems Ltd.

August 2014 - Present

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. Was solely responsible for performant UIs in AngularJS 1.5 with careful work to ensure compatibility with future migrations to 2.0. 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 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 to mutual benefit. 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 strategical 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.

Mabel's Labels - Generalist Programmer

April 2012 - September 2012

C#, .NET, IIS, Windows, PHP, JavaScript, jQuery, PDF

- Procurement of proprietary print production software. The software I chose is in use today and has served them effectively due to my thorough study of options.
- Studied and improved internal software UI/UX for employees. I took initiative in improving user experiences for internal production staff using our internal software.
- Configured the continuous integration platforms for automatically running tests and builds.

Technology Trainer

January 2011 - April 2012

- Developed engaging workshops for adults in training them how to code.
- Wrote books and online workshops for JavaScript and SQL (<https://www.producthunt.com/books/sql-for-zombies>)
- Blogger on Software Hamilton: (<https://www.softwarehamilton.com/author/apineda/>)
- Startup Weekend co-organizer 2014, and 2015.

Freelance Developer

January 2008 - 2011

Community Leader - Hacker Saturdays

January 2014 - present

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

Formal Education

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