

Rafael Mejia

nocturnalpixel.com | rafaelmejia@gmail.com | twitter:@rafalevelsup | (917) 691 - 4796

Dedicated and skilled developer with over 15 years of experience in web development. Agile development methodologies. Team Lead, Project Management. Fully bilingual (spanish and english).

Skills

Web Development

- HTML, CSS (SASS, Bootstrap), JS (jQuery, Node - npm, Grunt, Gulp), PHP, Wordpress. Some experience with: React.js.
- Databases: MySQL, NoSQL.
- Version Control: Git (GitHub, BitBucket), SVN.
- CRM, API, Cloud Solutions: Salesforce, Contentful, Sailthru, Socialflow, DISQUS, Cloudinary, Rackspace, Edgecast, Chartbeat, AWS (SQS, S3), Twitter, Facebook, Flickr, etc.
- Agile environment, Scrum workflow. MVC, SEO awareness.
- Other Tools: Asana, Homebrew, Docker, Vagrant, Command Line, XAMPP, Google Web Designer, Adobe CS Suite.
- Past experience with: Grav (CMS), Ghost (CMS), MongoDB, MS-SQL, Zend Framework, Processing, AppleScript, Paypal API, MODX, C++.

Technical Lead - Project Management

- Agile environment
- Sprint and daily scrum meetings
- Assign tasks and plan other developments
- Documentation
- Tools: TargetProcess, JIRA, Redmine, Trello; minor experience with Redbooth

Other Skills and Interests

Clean and simple design enthusiast, mobile apps and gadgets, physical computing, toy design and creation process, game design knowledge, sci-fi and general geekery. Enamel Pin store (nightowlpins.com).

Work Experience

Red Ventures (HigherEducation.com) February 2018 - Present

Marketing Front-end Developer & Designer

Design, develop, and maintain HigherEducation client websites. Marketing tasks.

- Wordpress development for multiple school's online sites, including Point University, Cincinnati Christian University, University of Loyola, Drake University, Xavier University, and University of Iowa.
- Drake University redesign and implementation.
- Develop marketing scripts (JS) for handling lead activity via cookies and localStorage.
- Custom built online programs API as a centralized location for all school program data.
- Front-end widgets (Online Programs, Lead Forms, Related Programs) via the use of API.
- Custom caching via PHP classes.
- Salesforce: lead handling, Lightning Experience (Livechat implementation across all properties).
- Contentful API implementation
- Banner Ads.
- Email templates with support for multiple platforms and devices.

Starmark March 2017 - January 2018

Front-end Developer

In-house contract work assisting with front-end (and some minor back-end) tasks.

- In-house development for clients such as Nova Southeastern University, Karisma Resorts, Catholic Health Services, Crown Castle, and Greater Fort Lauderdale's Hello Sunny.
- Banner Ads in multiple sizes.
- Email templates with support for multiple platforms and devices.
- Daily check-in scrums.

Complex Media, Inc. September 2010 - June 2016

Senior Web Developer - WebCore, O&O (2014 - 2016)

Worked remotely for two years assisting with front-end/back-end tasks.

- Helped with development tasks for the 2014 complex.com relaunch.
- Joined the O&O (Owned and Operated) Team, and helped maintain and optimize the following Wordpress websites: collider.com, firstwefeast.com, fourpins.com, greenlabel.com, pigeonsandplanes.com, solecollector.com
- Remotely managed two developers from EIPixel, a creative agency from Argentina working together with Complex.
- Assisted in the migration from Wordpress to Complex's internal CMS solution.
- Daily scrums.

Technical Lead - WebCore | complex.com (2013 - 2014)

Oversee WebCore front-end/back-end developments for complex.com, as well as other minor projects.

- Manage the WebCore team (7+ devs), constantly providing advice and guidance.
- Agile development methods. Run sprint meetings, daily scrums.
- Set tasks and plan multiple developments, including timelines, and deployment scheduling.
- Code review, and documentation.
- Research emerging technologies to improve developments.

Senior Web Producer, Web Producer (2010 - 2013)

- Article tweeting and scheduling via Socialflow API.
- Newsletter signups and statistics via Sailthru API.
- Lead development and support for cManager, an internal CMS to facilitate article publishing within the multiple departments (Editorial, Ad-ops, Business Dev, Sales, etc). Ability to draft, schedule, and publish articles. Evolving features such as Most Popular Articles, Search, Branded Content, Schema, SEO, Social support (Facebook, Twitter, Google).
- Develop and maintain multiple sections and modules for complex.com's front-end, including Marketing hub pages, SEO optimization, individual modules and sections such as Links We Like, Most Popular, Ratings and Polls, Comments (custom, DISQUS), Social implementation, and many more.

Brands + Things Design Co. February 2009 – Present

Co-Founder, Lead Developer | brandsandthings.com

- Design firm focused on the creation of rich interactive web applications, design for web and print, video post production, and creative social/new media marketing and advertising strategies.
- Recent Projects: justahammer.com, fulcroinsurance.com, hospitalesspr.org

Oddcast Inc. August 2007 – May 2009

Software Engineer | oddcast.com + sitepal.com + voki.com

- Work as part of a diverse team on innovative web-based products. Developing languages: PHP 4/5, Javascript, XML, CSS, MS-SQL, MySQL.
- Lead Generation Report.
- Image/Video Background Editor. Resizing, altering quality, format conversions, communication between front-end (Flash) and back-end (PHP, XML, and Javascript).
- Sitepal Editor. Back-end functionality upgrade.
- Email publishing tool for sending personalized emails using customizable templates with embedded scenes.
- Wannabillboard.com (CBS Outdoor). Billboard advertisement preview, creation of gallery and template system, thumbnail generation, and image resizing (<http://www.wannabillboard.com>).
- Email Reports and Notifications. Cron job setup for automatic email reports. Usage statistics, payments, promotions, etc. Sensitive data handling.
- Management API: Upgrade main API files ranging from security and user authorization to media manipulation, scene editing and exporting, among other functionality requests.
- Social Network Embedding/Facebook Connect: Ember media from the Oddcast web interface directly onto multiple social platforms such as Tumblr, MySpace, Twitter, and Facebook.

Education

Parsons School of Design, The New School

New York, NY 2005 – 2007

Master of Fine Arts in Communication Design & Technology

Exhibitions

Parsons The New School for Design 10th Annual Thesis Exhibition.

Location: The Chelsea Art Museum, New York.

Project Title: El Rompecabezas: An Interactive Puzzle Installation.

Awards

Best Visual Design - Mobile Game Mosh Competition 2006. Team Name: Oh My Mosh!

Team Role: Programmer.

Software: Game Maker

University of Puerto Rico in Bayamón

San Juan, PR 2001 – 2004

Bachelor of Science in Computer Sciences