

Carlos Porto

Front-End Developer, UI/UX Engineer, Team Lead / 3D Printing Enthusiast

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I'm a front-end developer for over 16 years and going. I've been blessed with being part of different teams that have created award winning websites and e-commerce web applications for brands such as Showtime, Lincoln, Jaguar, Nation Geographic Channel, AT&T, McDonalds Aljazeera America and Samsung.

For the past 6 years I've specialized in interactive touch and web animation for rich media digital campaigns on mobile platforms as animated and/or interactive ad units (ad-tech).

Having been a designer when first starting my career, I've enabled design and UX teams to easily communicate to front and back-end engineers to make sure the creative vision and thought process is lead to its pixel perfect fruition.

As the technical lead for front-end development, I've provided oversight on client projects, standardized coding guidelines, evangelize and drive adoption of new technologies and best practices. As a lead developer I've had to architect, design, develop and maintain the flagship ad products, define product roadmaps, gather requirements, assess resourcing needs to coordinate sprints, QA and deployments.

Experience

Front End UX/UI Developer (contract)

Kasisto, New York City, NY / Feb 2017 - June 2017

I was hired as a contractor to work on a pilot program for Morgan Stanley. I designed the UX/UI and later code/develop a single page application using various web technologies. I was also tasked with developing a web-view version of their flagship product Kai. Using BEM methodology I developed simple CSS api which allowed for more flexible theming.

- Research and draw interface prototypes for new UI
- Developed final wireframes for UI using Sketch
- Coded out the front end Using jQuery for interaction, handlebars.js for templating, PostCSS/cssNext as the style Preprocessor and web pack 2 as the final bundler.
- Developed Theming API for web view version of flagship Kai application.

Senior Web Developer

Rhythm One, New York City, NY / Feb 2011 - Oct 2016

Rhythm connects brand advertisers with highly engaged mobile audiences by serving video, rich media and other immersive advertising formats.

As the Senior Developer I was brought in to spearhead the company's entry into producing interactive rich media units. I worked alongside clients and designers to build and optimize multi-screen advertising solutions that take advantage of the mobile platform's unique characteristics and help drive consumers to engage and act upon the brand's message.

There where numerous projects that I lead a small team of developers or solely developed, some of the stand out projects where:

- Developed a simple javascript animation technique which helped speed up development of animated rich media units. Later on to be replaced by using Greensock's robust JS animation package.
- Helped Sales department generate over \$3 million in one quarter, with steady growth there after, due to expanding ad product and experiences of creative ad tech.
- Spearheaded creation of new rich media units, such as in-banner video player, auto-interstitial overlays, embedded video players, interactive accelerometer based animations, parallax carousels.
- Designed and developed an internal company showcase application using phonegap which let a users interact with different advertising units.
- Developed the previous rhythmnewmedia.com website using the excellent Processwire CMS.

Core Skills & Competencies

HTML5, CSS3 / Preprocessors,
SASS, LESS, CSSnext, PostCSS,
Scalable and Modular CSS, BEM,
JavaScript / ES6
PHP, Web Standards
Cross-browser Compatibility
Component-Based Architectures
Mobile-First, Responsive Design
Progressive Enhancement
Performance Optimization
UI Design Patterns
UX Flow and Analysis
Rapid Prototyping
Usability Best Practices
Web Accessibility / WCAG
Technical Assessment
Requirements Gathering
Site Planning / IA
Project Management
Developer Mentoring
Code Review / QA / Debugging
Front-End Task Automation
SEO / Building Findable Sites
CMS Integrations
E-commerce

Frameworks, Libraries, & Tools Platforms

Bootstrap, Foundation, HTML5
Boilerplate, jQuery, various grid
systems
Sass, LESS, Stylus
Adobe Products, Photoshop,
Illustrator, Autodesk Fusion360
Video Editing
Grunt, Gulp, Bower, npm, Browserify,
Webpack 2
ES6, Node.js, Underscore/lodash,
Git, Subversion
WordPress, Drupal, Magento
Apache/MySQL/PHP Solution
Stacks (XAMPP, MAMP, WAMP)
Jira, Confluence, Bugzilla, Pivotal
Tracker

Senior Front End Developer

Inform Technologies, New York City, NY / 2010 - 2011

Inform Technologies is a small startup that helps publishers create, curate, and deliver content. Inform has a proven semantic engine that is deployed across a portfolio of top-tier publishers. As the Senior Front-end Developer I worked closely with the product team, to design and implement the presentation layer of all of Inform's products and systems. Some of my achievements and duties included:

- Created UX wireframes and finished designs. Afterwards coded using html5 stack of technologies for templates that ran on django backend. These sites were later added to the Inform Network under various domain names.
- Developed a new and improved topical search module using jQuery UI. This module was updated through all of Inform's network and sites.
- Developed a Javascript Bookmarklet and an embed-able, user configured Javascript Widget that displayed related articles from around the web based on the current article of a site.
- Designed and developed an internal company dashboard using cutting edge HTML5 stack of technologies. The dashboard displayed current trends on the inform network. Using javascript, the dashboard parsed JSON feeds served from django backend and displayed it's results using CSS animation for effect. This application was displayed on a large flat panel TV viewable by the entire office.

Software Developer in the Interface Engineering Group

Schematic (Now known as Possible), New York City, NY / 2007 - 2010

Schematic is a mid-sized interactive agency with projects that ranged from traditional web development, interactive touch walls and mobile development. As a software developer for the Interface Engineering Group I was charged with producing elegant cross-platform, cross-browser HTML, CSS and JavaScript. I worked closely with designers, UX and back end programmers to implement design comps to functionality and supporting modern browsers, mobile handsets and Internet Explorer 6 and above.

Senior Graphic & Web Designer

Liberty Travel, Mahwah, NJ / 2004 - 2007

Liberty Travel was in the process of updating their back end systems, to run on .NET. As the sole Web Designer/Developer I created guidelines for planning design, organization and development of new pages using Accessible Web Standards for future website creation. Also in the interim, I was charged with updating the existing front-end of websites using existing back-end technology.

Senior Graphic & Web Designer

New York City Board of Education, Brooklyn, NY / 2003 - 2004

As the Senior Designer I created new CSS based GUI standards and layouts for all NYCDOE websites that was managed by a .Net CMS backend. Because of this I was able to define the look and feel for new web sites based on existing standards and established standards for content design to ensure compliance on all NYC-DOE web sites.

Web Developer and Designer

Thomson Financial (formerly ILX Systems), New York, NY / 2001 - 2003

As the Web Developer and Designer at Thomson I standardized web application UI by using CSS in all Thomson applications which was later connected with the NY Stock Market database by back end developers. Designed/developed corporate intranet using Flash.

Web Producer

Mail.com, New York, NY / 1999 - 2001

I was responsible for the production and ongoing maintenance of web pages. Some of the work I produced included promotional artwork to be featured in e-mail newsletters and external online media for web sites and ads. Most of the work was designed so developers could later on add dynamic connections to a database.

Education

School of Visual Arts

September 1994 to August 1996

Undergraduate Computer Arts Major

Hudson County Vocational Technical School

September 1991 to June 1993

Graduate Graphic Arts/Desktop Publishing Major