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Key  
Attributes

- Seventeen years of IT and business experience spanning multiple cutting-edge technologies.
- Experience leading and managing development teams.
- Experience architecting cloud-based business solutions.
- Provide experienced leadership and technical direction.
- Creative passion for applying technology.
- Flexible, with the ability to easily adapt to new concepts and responsibilities.
- Organized and dedicated.
- Deep expertise in designing and building database systems.
- Diverse domain expertise that includes insurance, banking, e-commerce, and entertainment.
- Experience leading teams in an onsite/offshore model, collaborating with the business and vendor teams.
- Help client solve new/existing business problems by proposing initiatives and creating proof of concepts.
- Provide thought leadership and architectural expertise to cross-functional teams.
- Tracking emerging industry trends to determine impact on the enterprise solution architecture and technology, and advising strategic direction.
- Experience conducting high level assessments for automation with recommendations for benefits and savings.
- Focused on continuous process improvement, and delivery of business-changing, actionable insights through technology solutions.
- Strong track record of understanding and interest in current and emerging technologies demonstrated through training, job experience and/or industry activities.

Experience

**Avalon:** **Avalon Team, Mission, TX** 09/2015 - Present  
*Principal Software Engineer*

- Led the design and development efforts for a high-traffic, cloud-based SaaS logistics application, serving hundreds of thousands of drivers across North America. Utilized Test-Driven Development (TDD) methodology, employing C#, PostgreSQL, Azure SQL Server, .NET, Bootstrap, AJAX, and MVC.
- Assumed end-to-end responsibility for the software development lifecycle, from conceptualization to deployment, ensuring alignment with strategic objectives and delivering solutions of exceptional quality.
- Held a pivotal role in shaping platform features, guiding their prioritization, conceptualization, and seamless integration into the product ecosystem.
- Pioneered the creation of proofs of concept and prototypes, empowering team members with practical snippets and examples for efficient development.

- Championed a culture of continuous improvement by establishing and enforcing coding standards, conducting comprehensive architectural reviews, and providing hands-on mentoring and development guidance.
- Defined and enforced coding standards while evaluating and selecting platforms, instrumental in driving efficiency and scalability across the development team.
- Successfully migrated a PHP-based SaaS application to the cloud, transforming it into a scalable solution utilizing Angular, Bootstrap, AJAX, TypeScript, Azure Functions, C#, .NET Core, and MS SQL on Azure. This migration facilitated adoption by leading companies like Starbucks, FedEx, and Whole Foods Market.
- Architected and developed a robust, mobile-ready cloud web application for wiwet.com, integrating technologies such as C#, MVC, .NET Core, Bootstrap, AJAX, Angular, TypeScript, Azure SQL Server, Web APIs, and Azure Microservices. Notably, facilitated seamless payment processing through Braintree and Stripe integration.
- Innovated Visual Studio Extensions to streamline the installation, disabling, and uninstallation of ASP.NET and MVC templates, enhancing developers' productivity and workflow.
- Pioneered the creation of ASP.NET, .NET Core, and MVC templates, enabling developers to rapidly deploy mobile-ready web applications within minutes.
- Developed Martleto Checks, an Android application leveraging Xamarin, C#, SQLite, Azure Cognitive Services, and XAML, empowering users to create and print checks directly from their mobile devices.
- Engineered bespoke web applications for diverse clientele, harnessing Azure Cognitive Services, Azure SQL Server, Azure Service Fabric, ASP.NET, .NET Core, C#, MVC .NET, JavaScript, Angular, TypeScript, Web APIs, and WPF on Azure and AWS, with a special focus on utilizing Azure Cognitive Services for image content identification and analysis.
- Led the development of advanced applications utilizing Azure Cognitive Services to accurately identify and analyze content within images. Leveraged cutting-edge AI technologies to drive innovative solutions, enhancing user experiences and delivering actionable insights. Played a pivotal role in shaping the technological roadmap, ensuring alignment with strategic objectives and fostering a culture of continuous innovation.



**Omnitracs**, Remote  
*Principal Software Engineer*

08/2021 – 01/2023

- Design and develop new features for a cloud-based SaaS logistics application currently being used by hundreds of thousands of drivers in North America; the application uses the TDD development process with C#, PostgreSQL, Azure SQL Server, .NET, Bootstrap, AJAX, and MVC.
- Maintained a web application in C#, MVC, Web APIs, Angular, AJAX, PostgreSQL, Java, and MS SQL Server being used by hundreds of thousands of drivers in the USA and Canada.



**Trans-soft**, Remote  
*Principal Software Engineer*

05/2021 – 08/2021

- Led the successful migration of a mission-critical SaaS PHP application to the cloud for a prominent logistics company. Utilized Angular, Bootstrap, AJAX, and TypeScript for frontend development, and Azure Functions, C#, .NET Core, and MS

SQL on Azure for backend infrastructure. This transformation has resulted in heightened scalability, efficiency, and accessibility, with the application now serving renowned clients such as Starbucks, FedEx, and Whole Foods Market.

- Established and enforced rigorous coding standards to elevate team performance and ensure consistency in software development practices.



**The Famous Group**, Culver City, CA  
*Principal Software Engineer*

02/2020 – 05/2021

- Led the architectural design and implementation of a cutting-edge multimedia solution for the Dallas Cowboys American football team, utilizing C#, XAML, and WPF to orchestrate video displays across a 40-monitor video board at AT&T Stadium.
- Established and implemented coding standards, design principles, and architectural blueprints, fostering a culture of excellence and innovation within the team.
- Implemented CI/CD pipelines for the Dallas Cowboys' WPF and CMS applications using GitHub Actions, streamlining deployment processes and ensuring continuous delivery of updates.
- Utilized C#, DirectShow, and Emgu.CV to enable video reading, splitting, and seamless transitions between videos.
- Applied C#, Web APIs, .NET Core, and JSON objects to update assets on the WPF application by connecting it with a custom CMS application created with .NET Core and React on a docker container on AWS.
- Employed C#, WPF, XAML, and Socket programming to create a video capture server that streams video through TCP sockets.



**Capital Group**, Irvine, CA  
*Principal Software Engineer*

02/2019 - 08/2019

- Used MS SQL, Sybase, and C# to enhance back-office financial applications and evaluate the potential impacts on the enterprise that Capital Group uses to trade and manage global swaps, forwards, futures, FXs, bonds, and stocks across the world.
- Used C#, MS SQL, and Sybase to create and enhance features that allow the mass transfer of financial assets, such as positions and accruals, between managers within portfolios.
- Queried multiple in-house and third-party systems to create reports that allow Capital Group to identify accounting errors within their system.
- Created unit testing and facilitated the development of automation testing that allows Capital Group to find and fix errors before systems reach production.



**R121**, Foothill Ranch, CA  
*Principal Software Engineer*

08/2018 - 11/2018

- Used Azure, C#, VB.NET, MVC, Webforms, jQuery, MS SQL Database, and GitHub to help R121 customers reach more clients in Latin America and Asia by converting

their ecommerce web applications into multi-language and multi-cultural web applications.

- Helped the customer marketing department to reach more than 100,000 subscribers by supporting their back-end applications through the use of Azure, C#, VB.NET, MVC, .NET Core, Web forms, jQuery, MS SQL Database, Web APIs, Microservices, and GitHub.



**3E**, Carlsbad, CA  
*Senior Software Engineer*

09/2015 - 03/2018

- Developed and implemented enterprise architecture on multi-language and multi-cultural web applications in C#, MVC, AJAX, Entity Framework, LINQ, Telerik, Web APIs, and MS SQL Server that helps companies around the world improve compliance with environmental regulations and supply chain obligations.
- Designed and maintained a multi-language application using C#, MVC, Entity Framework, LINQ, web services, Telerik, Web APIs, and SQL Server, that facilitates data sharing between other applications within the organization.



**LA Fitness**, Irvine, CA  
*Application Developer*

07/2012 - 09/2015

- Reduced overhead costs by creating a Windows music application with C#, WPF, web services, Web APIs, and SQLite, that trainers in more than 200 clubs countrywide can use in their fitness classes.
- Built an intranet web application using C#, ASP.NET, AJAX, Web APIs, and MS SQL Server that facilitates the group fitness department tracks and updates the Windows music application that is deployed in more than 200 clubs countrywide.
- Maintained a web application in C#, ASP.NET, AJAX, Web APIs, and MS SQL Server that allows thousands of trainers countrywide to create, edit, and delete their training sessions and modify their schedules.
- Supported a desktop application in C#, WPF, Windows Forms, Web APIs, and MS SQL Server that assists the human resources department to recruit, dismiss, and manage thousands of applicants and employees.



**ThinkPets**, Huntington Beach, CA  
*Lead Software Engineer*

03/2010 - 07/2012

- Lead HealthyPetu's software engineer team by managing day-to-day operations, taking care of resource planning, budget control, monitoring code quality, delegating tasks, and translating user requirements into product features.
- Managed HealthyPetu's offshore outsource software engineer team by delegating tasks, monitoring code quality, and merging code changes.
- Reduced the cost of development by customizing large-scale and complex content management systems (CMS) that allows the company to update and maintain HealthyPetU's website without the need for developers.
- Developed, programmed, implemented, and managed large-scale websites and web applications in C# .NET, MS SQL Server, and AJAX.

- Provided thousands of veterinarians with unparalleled professional business and marketing services to strengthen their relationships with their clients by enhancing and maintaining HealthyPetU's website.



**OneStop**, Long Beach, CA  
*Senior Software Engineer*

09/2009 - 03/2010

- Used C# and MS SQL Server to increase OneStop's customers' annual sales by creating new features, including a wish list.
- Maintained web applications in C# .NET, MS SQL Server, and AJAX, enabling thousands of people to search and buy clothing and accessories online using any of OneStop's customers' sites such as lululemon, True Religion, Seven Jeans, Splendid, John Varvatos, and Billion Dollar Babes.
- Increased retail sales for OneStop's customers by integrating OneStop's web applications with third-party applications, thus allowing them to sell and ship products to international customers.

**Superior Access**, Irvine, CA

11/2007 - 09/2009



*Senior .NET Software Developer*

- Saved the company time and \$50,000 dollars a year in license fees by creating a new Intranet web application based on C#, ASP.NET, Web APIs, and AJAX that enabled the Operations Department to more expediently process customers' transactions and requests on a daily basis.
- Designed and developed a robust enterprise Intranet web application using C# .NET, Web APIs, and AJAX that helped the Professional Service Department track and invoice agencies for services provided by Superior Access.
- Worked with upper management to analyze business workflow and performance by creating and maintaining a data warehouse and reporting process through the use of MS SQL Server and MS SQL Server Reporting Services.
- Maintained web applications and web services in C# .NET, Web APIs, MS SQL Server, and AJAX, enabling the 3,000 Superior Access agents to quote and buy insurance policies online.



URBAN SCIENCE

**Urban Science**, Long Beach, CA  
*Senior Software Engineer*

05/2006 - 11/2007

- Automated a preexisting inefficient data warehouse update process system through the development of a simple, yet sophisticated, desktop application and web service, ultimately saving both time and money.
- Maintained and enhanced web applications in C# .NET, MS SQL Server, and), allowing Urban Science's customers to analyze and mine its data.

Education



**California State Polytechnic University**  
Bachelor of Science in Business Administration,  
Computer Information Systems (CIS),  
Business Systems Analysis Track.



**Rio Hondo College**  
Associate of Arts in Business Administration

Certifications



**Azure Fundamentals**

Languages

English  
Spanish

Skills

**Architecture Skills**

System Architecture  
Technical Proficiency  
System Design and Integration  
Security and Compliance  
Performance Optimization  
Documentation and Communication  
Problem Solving and Decision Making

**Leadership and Technical Expertise**

Strategic Planning  
Leadership  
Project Management  
Innovation Management  
Risk Management  
Team Development  
Vendor Management  
Product Management  
Strategic Partnerships  
MVP Building  
Budgeting and Financial Acumen  
Application Architecture

**DevOps Skills**

Continuous Integration  
Continuous Development  
GitHub Actions  
GitHub  
GitLab  
TFS

**Cloud Development Skills**

Azure API  
Azure Functions  
Azure Service BUS  
Azure (SQL Server/Service Fabric)  
Azure Cognitive Services  
AWS  
Lambda

Microservices

**Software Development Skills**

Software Architecture  
Agile Methodologies  
Software Solution Architecture  
Design Patterns  
Entity Framework  
LINQ  
UML  
WPF  
Braintree  
Telerik  
Responsive Design  
Socket Programming  
ArtNET

**Programming Skills**

C#  
Angular  
React  
JavaScript  
C++  
Java  
VB.NET  
Swift  
Kotlin

**Web Development Skills**

ASP.NET  
.NET Core  
MVC  
Blazor  
JavaScript  
Angular  
React  
API  
jQuery  
Bootstrap  
Web Services  
TypeScript  
HTML5  
CSS3  
AJAX

**Database Development Skills**

Azure (SQL Server)  
Microsoft SQL Server  
MS SQL Server Reporting Services (SSRS)  
SQLite  
MySQL  
PostgreSQL

**Mobile Development Skills**

Xamarin  
Swift  
Kotlin