

790 N. Euclid St. #216, Anaheim, CA 92801 • (559) 273-5007 • luceroweb@gmail.com

## Profile

I have extensive experience in web site structure, layout and design. I have developed web sites, print advertisements, financial reports, and data management solutions for higher education, non-profit, high-tech, manufacturing and small business.

**Effective Team Player** – I am known for my enthusiasm for complex projects, ability to turn constructive criticism into elegant solutions, intuitive ability to sense and facilitate client's needs, and finds joy in working with both clients' coworkers. A former manager noted: "Juan is indispensable. I rely on his ability to see problems from multiple points of view, and convert that into client solutions." - Candace Egan, Former Web Manager, Fresno State.

**Design Philosophies** - I believe that simple, semantic design can be easily optimized to work well in all browsers, on all devices, and will allow for excellent SEO. Through mutual respect and camaraderie with my coworkers, we can analyze and define clear job requirements. This results in well-formed and well organized finished products.

## Proficiencies

Dreamweaver	PHP/MySQL	IE6-9, FF, Chrome, Safari, iOS	Excel
Photoshop	ASP/SQL	MySQL Query Builder	Outlook
HTML, HTML5 (Video)	MVC	MySQL Administrator	Word
CSS	JavaScript (jQuery)	Access	PowerPoint

## Career Development

### Experian Consumer Direct, Kaygen Inc. - Costa Mesa, CA: 2012 – Present Front End Web Developer

I am currently working through Kaygen Temp agency exclusively on site at Experian Consumer Direct.

I work on custom builds of the FreeCreditReport.com and FreeCreditScore.com sites for Experian's corporate clients. These custom builds are used to provide a vast array of credit report data and monitoring services to end users through their robust web services. We utilize tools such as Visual Studio with Team Foundation Services, the Tridion CMS among others. I have spent quite a bit of time working on Web Accessibility for one of Experian's biggest clients. It is a truly challenging and rewarding experience!

### Yamaha, SupremeSoft, TCG Software Services - Buena Park, CA: 2009 – 2012 Content Producer

My primary duties include:

- HTML/CSS expert. I prepare feature/promotion web sites that include JavaScript (jQuery) techniques to provide engaging user experiences including pre-recorded and live video, and slideshows as well as provide timely information to the user that does not require page refresh
- To aid in the redesign and migration of Yamaha Corporation of America web site. (usa.yamaha.com)
- Manage and respond to day-to-day site maintenance tasks for Yamaha Music and Electronics corporations.
- Prepare product and feature web site updates to send to the Content Production team overseas; review and adjust their finished product.

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- Optimize web site designs provided by Graphic Artists for IE 6-9, Firefox, Chrome, and Safari (PC & Mac versions).
- Incorporate iOS friendly alternative content using Flash & HTML5 for video.
- Communicate directly with clients to clarify questions and respond directly to time sensitive product and feature site issues.

### **e:DESIGN, INC. - FRESNO, CA: 2007 – 2009**

#### **Web Architect**

I worked in a tight knit team consisting of designers, programmers and sales people. Our team designed and developed print and web projects for education, business and non-profit organizations both local to the Fresno area and across the US.

- Focused on the use of content management systems including Joomla, Magento, X-Cart, and SlideShow Pro to create attractive interactive experiences.
- Utilized CSS, HTML and JavaScript (focused on jQuery) to achieve complex visual design goals and incorporate them into online applications (example: Summeripe.com)
- Utilized screen sharing software to train clients on the use of their new web sites
- Assisted with the debugging, maintenance and continued development of existing online applications in PHP/MySQL

### **NETPAS, INC. - FRESNO, CA: 2005 – 2007**

#### **Web Designer**

Sole web designer for company and customer web development. I worked extensively on the internal Customer Management System written in ASP/SQL. I worked with clients directly and through the sales staff to develop their business web sites.

- Customized existing ASP/SQL intranet including case management, customer management, and reporting modules
- Designed numerous web sites for local businesses including non-profit, higher education, and small business
- Worked with customers directly and over the phone to manage and maintain their web sites on a regular basis
- Developed a print marketing campaign along with sales staff including concept design and graphic design of documents and mailers

### **LUCERO WEB DESIGN - FRESNO, CA: 2004 – 2005**

#### **Owner**

I managed a full service web design and maintenance service, providing services to non-profit, higher education and small businesses. I managed consultants and made strategic decisions on the financial health of the business.

- Founded and grew the web design business whose mission was to provide exceptional design to nonprofit and education organizations at an affordable price
- Worked extensively with Fresno State and on projects that directly affected the student's experience, including a PHP/MySQL phone directory and class requirements site

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## **FRESNO STATE - FRESNO, CA: 2001 – 2004**

### **Assistant Web Manager**

I performed management and maintenance tasks integral to the ongoing function of the university's web presence. Managed email communications coming through the university's top pages and dynamically redirected inquires to the proper department or organization.

- Assisted in the formation of the Web Manager's Office shortly following its inception
- Trained students, faculty, and administrative web masters on university policy and use of university templates and design
- Assisted with and contributed to major graphic and web design publications related to graphic design standards for the web
- Designed and maintained major university web sites including The University Journal, Phone Directory and website index (PHP/MySQL), Class Schedule General Information site
- Assisted in the maintenance of Fresno State News and the university home and top pages
- Continued to design and maintain sites for the university following the formation of Lucero Web Design

### **Education**

California State University Fresno, CA, 1997-2002

Pursued Bachelor of Arts in Music Education

Fresno City College Fresno, CA, 1994-1997

Completed undergraduate transfer requirements in Music Education

### **Design & Implementation Samples**

Please visit my web site for design and implementation samples of my work:

<http://www.WebByJuan.com/>