

# Lisa Fernandez

## Web Designer and Developer

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## About Me

Excellence, in code and appearance, is the goal in all my web sites and projects. Quality is achieved through strict attention, hard work, cultivating the creative process and being open to the good ideas, opinions and creative input of others.

## Competencies

- Valid, semantic, responsive HTML
- JavaScript, JQuery
- CSS
- Web Graphics
- Server-side scripting, PHP
- SQL, Database Management
- Content Management, Wordpress
- SEO, Google Analytics / Webmaster Tools

## Sites Worked On

- [Noblehour.com](#)
- [Sabal Point Community](#)
- [Fairways for Warriors](#)
- [Harbor Chase Homes](#)
- [Windhorse Zen Center](#)
- [N6 Technologies](#)
- [Sutton Homes](#)
- [Easynews](#)
- [Newshosting](#)
- [UsenetServer](#)
- [Residential Home Care Network](#)
- [LSR Custom Cabinets](#)
- [Wekiva Wilderness Trust](#)
- [Hot Springs Enthusiast](#)
- [Central Florida Realty](#)
- [Bahama Breeze](#)
- [Seasons 52](#)

## Education

State University of New York,  
Empire State College  
Bachelor of Science  
Math, Science and Technology  
Major: Web Design and Development  
Minor: Communications

## Professional History

### **Freelance Web Developer November 2010 – Present**

- For clients: Highwinds Network Group, Treetop Software, Barton Web Design, Norman Technologies, Darden Restaurants, Dragonfly Art & Design, Creative Influence and others
- Technologies used: HTML 5, JavaScript, JQuery, Angular, CSS, Bootstrap, Less, AJAX, MySQL, PHP, ASP, MVC Framework, Node.js
- Tools used: Sublime Text, Eclipse, Photoshop, Illustrator, IIS, AWS, Apache, SQL Server, Wordpress, Git, Google Analytics, Jira, Linux command line
- Created and maintained responsive web sites and custom web applications
- Designed and created user interfaces for web applications
- Search Engine Optimization, Google Analytics / Webmaster Tools
- Managed projects and tasks from inception to completion for entire websites
- Participated in development of large-scale application as part of remotely based dev teams
- Participated in development in clients' corporate offices
- Handled all aspects of self-run business including: marketing, billing, customer interactions

### **Instructor, UCF Coding Bootcamp January 2017 – July 2017**

#### **Trilogy Education Services**

- Technologies taught: HTML, CSS, JavaScript / ECMAScript, JQuery, Node.js, bootstrap, git, PHP, mysql, Laravel, express, sequelize, handlebars, mongodb, react, usability, SEO
- Taught one cohort for full session of UCF Coding Bootcamp
- Video recorded all lessons and posted online for student use
- Provided one on one technical help to students on a regular basis
- Worked with Teaching Assistants on online grading and assignment code checks

### **Web Developer, Disneyworld.com March 2010 – November 2010**

#### **Disney Corporation (contractor)**

- Technologies used: HTML, JavaScript, CSS, XHTML, AJAX, YUI, Java, JBehave
- Software used: NetBeans, Maven, Tomcat, Photoshop, Content Management System, Atlassian Jira / Confluence suite
- Front end web development for Disneyworld.com dining reservations application
- Created strict, table-less XHTML, CSS style sheets, JavaScript, server side scripting and Java code for web application
- Created image sprites and graphics using Photoshop
- Created JUnit / JBehave tests for automated test suite for all features completed
- Participated in daily Scrum meetings and updated tasks' status regularly as part of Agile development process

### **Webmaster, AAA.com March 2007 – January 2009**

#### **American Automobile Association**

- Technologies used: HTML, JavaScript, CSS, XHTML, AJAX, XML, YUI, SQL
- Software used: Dreamweaver, Photoshop, Fireworks, Flash, Content Management Systems, MS Access
- Creation and maintenance of web sites for AAA clubs on AAA.com
- Created and developed large scale web sites from concept to publish
- SEO / Web Site Optimization
- Web site analytics reports
- Interface with customers on daily basis
- Provide training and education on technical and usability issues
- Creation of customizable and reusable "widgets" for use on AAA.com

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**Freelance Web Designer / Developer**

**August 2005 – March 2007**

- Technologies used: HTML, JavaScript, CSS, XHTML, AJAX, XML, SQL, PHP, ASP
- Software used: Dreamweaver, Visual Studio.NET, Photoshop, Fireworks, Flash, IIS, SQL Server
- Created and maintained web sites and custom web applications
- Graphic Design using: Photoshop, Dreamweaver, Fireworks, Flash
- Web Site Marketing and Search Engine Optimization
- Managed projects from inception to completion
- Handled all aspects of self-run business including: marketing, billing, customer interactions

**Web Developer/Technical Yahoo**

**September 2003 – July 2005**

**Yahoo, Inc.**

- Technologies used: JavaScript, HTML, CSS, XHTML, AJAX, XML, XSLT, YUI, Windows Media Center API, Web Services, SOAP, ASP
- Software used: Dreamweaver, Visual Studio.NET, Fireworks, Visual Source Safe
- Programmed GUIs for Yahoo Music Services for use in multiple partners' shells (Dell, Logitech and Microsoft)
- Development of HTML interfaces for Yahoo Music Engine for use in the living room on Media Center PC or television
- Programmed interfaces to receive input from remote control

**Usability Consultant – Application GUI Redesign**

**January 2003 – July 2003**

**For client American Automobile Association**

- Technologies used: HTML, JavaScript, CSS
- Software used: Dreamweaver, Photoshop, Fireworks
- Performed usability analysis of existing "Internet TripTik®", the AAA online mapping application
- Made recommendations for improved application flow, design of interfaces and potential new features
- Created detailed wireframes and HTML mockups for new design
- Created improved version of AAA.com web site to be used as template for regional AAA Auto Club web sites

**Software Engineer – GUI Architect**

**April 2002 – January 2003**

**Go Co-op Inc.**

- Technologies used: HTML, JavaScript, CSS, XML, XSLT, SQL, C#, ASP
- Software used: Dreamweaver, Visual Studio.NET, Photoshop, Fireworks, IIS, MS SQL Server
- Responsible for analysis and planning, front-end (GUI) design for a suite of e-procurement web-based applications
- Coordinated with Middleware and Database Architects to design new applications and enhancements to existing applications
- Designed and coded C# ASP.NET web forms and ASP pages
- Created reusable GUI components, classes and ASP.NET web controls
- Created logos, icons and graphics
- Developed, maintained and enforced HTML coding standards, GUI and usability standards for applications
- Reviewed all new web pages for conformance with standards