

Alex W. Civiletti

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Profile:

I am a self-motivated and creative professional with more than 15 years experience in web design, development and production. I am creative in both visual and programming. I am able to effectively interpret clients' needs, define scope and communicate the goals to the design and development teams. I consistently meet strict deadlines within high pressure environments.

Core competencies: Web design/development, web application usability, project management, and problem solving.

Technical Background:

Platforms: Windows, Mac
Software: Photoshop, InDesign, Flash, Dreamweaver, WordPress
Languages: HTML, JavaScript, jQuery, CSS, PHP, ActionScript, MySQL, XML

Experience:**AAA Auto Club South, Tampa, FL**

Multimedia Specialist (3/10 – Present)

- Create flash games and other interactive pieces that help in selling and/or explaining AAA products.
- Modify existing flash content to allow for dynamic pricing via XML.
- Develop HTML/CSS/jQuery templates for use in content integration with the AAA Auto Club South website. The templates allow for consistent and more efficient content delivery.
- Manage the templates project, teach, guide and assist other team members.
- Create PHP/MySQL based metrics reporting tools to work in association with flash movies.
- Customize/write jQuery scripts to perform varying tasks.
- Customize the AAA Community website using the Lithium CMS and the Lithium REST API.

Zelen Communications, Tampa, FL

Developer/Designer (11/05 – 07/09)

- Assisted other designers with web based design methods.
- Enhanced web department by developing sites from the small HTML/CSS CMS based site to flash sites to dynamic flash to PHP/MySQL driven sites.
- Developed PHP/MySQL based administration areas for customers to log into and edit content, view reporting or download dynamically generated Excel spreadsheets.

Sparrow Interactive, Tampa, FL

Flash Developer – eLearning (7/04 – 11/05)

- Designed and developed flash based eLearning modules complete with animation, audio, interactions and quizzes of all types from supplied course content. Clients included AT&T, AOL and AutoNation.

Coquina Design, Inc., Tampa, FL

Owner (10/01 – 7/04)

- Responsible for creative input, design and development for all projects, client services, strategic planning, project management, external resource management as well as daily business operations. Clients included: Tampa Theatre, America's Second Harvest, Corona Brushes, Auditory-Verbal Learning Institute, Florida Environmental Research Institute, Bayshore Solutions, Hands On! and Seagull Software.

i2 Technologies, Tampa, FL

eBusiness Visioneer (5/00-7/01)

- Created both HTML and Flash based presentations that demonstrated the vision and value of the proposed i2 solution to director-level executives.

HydrogenMedia, St. Petersburg, FL

Interactive Web Designer (11/99-5/2000)

- Designed, developed, programmed and maintained client websites.

Education:

Associate of Science; Computer Information Science, Tampa College, Brandon, FL

Examples:**Flash Examples**

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Zelen Communications:

<http://www.zelencomm.com>

A custom coded audio player and video player are some of the highlights of this site. I developed all of the flash/ActionScript, of which about 90% is dynamic using XML.

Mise en Place:

<http://www.miseonline.com>

ActionScript on the contact form performs data validation, passes the data to a PHP script (which I also wrote) that inserts the data into a database, auto-responds to both the user and company contact and finally sends a response back to flash on how to proceed – either to a thanks page or an error page.

Giving Tree:

<http://www.civiletti.com/giving-tree>

This project was for a charity. The idea was to teach the user about the charity in an entertaining manner and ultimately get them to push the “Give Hope Now” button.

Halloween Horror Nights:

<http://www.civiletti.com/hhn/>

I developed all the flash/ActionScript for this fun little interactive experience.

More examples are available.

PHP Examples

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Creative Mailbox and Sign Designs

These galleries no longer exist in the way in which I created them but, the thumbnail pages for the galleries that I created were generated dynamically via PHP that read a folder corresponding to the section you wanted to view. Also, on each of the thumbnails, if you clicked to get a larger view, you would have seen a link that says "create pdf" which then created a dynamically generated pdf.

<http://www.creativemailboxdesigns.com>

<http://www.creativesigndesigns.com>

<http://www.creativemailboxdesigns.com/products/residential-mailboxes/build-your-own.aspx>

I was about 50% contributor to this module. This module is 100% dynamic flash that uses XML and/or Database information to operate. I also created a drag and drop re-ordering module on the backend so the client can set the display order of any item to any position they would like.

Focusonfemales.com

Focusonfemales is a Women’s Healthcare Symposium held to foster and encourage the education of women of all ages about personal health. I built the student sign up form to be as dynamic and database driven as possible. The form knows how many students are allowed in each class and will automatically close a class (gray it out) when the student limit is reached. I also built an admin area that allows the administrator to view student signups, student cards (all the classes a particular student is taking along with some other information), class rosters and a student search (by name). I also built a dynamic spreadsheet builder that allows the administrator to view the full student roster for any year simply by selecting the year in a drop down menu. The spreadsheet builder queries a database, generates the spreadsheet dynamically and then downloads it to the administrator’s computer.

This is live data so please ask for a demo if interested.

More examples are available.