



**José María Vázquez Vicaria**

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## EDUCATION

 **COMPUTER SCIENCE ENGINEERING**  **EXECUTIVE MBA**  
UNIVERSIDAD DE MÁLAGA Executive MBA - Business School Esesa, Málaga.

 **MICROSOFT CERTIFIED (MCTS 70-515)**  
Technology Specialist Web Application Development with Microsoft .NET Framework 4

 **GOOGLE ADWORDS CERTIFIED**

 **GOOGLE ANALYTICS CERTIFIED**

## PROFESSIONAL EXPERIENCE

SEPTEMBER 2014 - PRESENT. SERVOVENDI, S.L.

### IT & eCommerce Manager



Manager of development, implementation, design and maintenance of online shop. Expert in Magento, SEO and integration with other sales channels (as Amazon, eBay, etc.).

Consultant in process optimization and sales: opening alternative sales channels (Wallapop, Vibbo, etc.), logistic process, packaging and customer support.

Responsible for web design and corporate brand: marketing campaigns, social media, mailing, company image.

Developed projects:

### MAGENTO

- SERVOVENDI: Online shop specialized in grow and garden products. Developed in Magento (under Nginx / Varnish / Centos), with specific developments for this environment, configuration and installation of third parties modules, design and responsive mock up in HTML 5 with CSS 3. ERP integration with our system.

During the development I completely migrated from Magento 1.5 (old store) to 1.9.0.1 (current store).

Server configuration and optimization, set up for automatic backup system and maintenance of the server.

## Owner

In charge of the development, implementation, design and maintenance of the online webshop. Expert in Magento as eCommerce tool and web positioning.

Consultant in process improvement and sales: opening of alternative sale channels (Wallapop, Vibbo, etc.), logistic processes optimization, packaging, customer loyalty and customer support.

Responsible for web design, marketing campaigns and mailing.

Developed projects:

## MAGENTO

- CONJUNTADOS: Fashion accessories online-shop. Developed in Magento (under Nginx / Centos), with specific module development for this environment, configuration and adaptation of third parties extensions, and HTML5 mock up and web responsive design with CSS3.

Configuration and optimization of hosting server, automatic backup system and its maintenance.

MAY 2009 – JANUARY 2014. DIGITALTOYSHOP, S.L.

## Software Developer



Development Engineer: specialized in e-commerce and high performance systems development.

Project design, development and carrying out with the tool **Visual Studio .NET** (in asp.net and winforms, with C# as well as Visual Basic .NET).

Specialised in **PHP, Wordpress, Magento**. Specifically: Development of extensions for Magento e-commerce platform in Ubuntu (Nginx / Apache) and Windows environment (Xampp) as well as design and creation of skins and plugins development (and templates) for Wordpress

Developed projects:

## .NET

- JUEGOS FAN: Online game portal, developed in .NET (C# Framework 4.0). Support for flash games, Nintendo roms and embedded objects. Microsoft™ SQL Server 2008 R2 implemented as database engine and SQL Full Text Search in the advanced search engine.
- FACEBOOK APPS: web applications integrated with Facebook. Developed with Facebook's API in .NET (VB and C#), using Microsoft™ SQL Server 2008 as SGBD.
- SAMYANG (Blog): Portal of photo news and Samyang products, developed in VB.NET with Framework 4.0 and SQL Server 2008.
- SAMYANG (Shop): online-shop of Samyang photo accessories, developed in C# (Framework 4.0) under MS SQL Server 2008 R2, jQuery and webservice. Backend: VB.NET (using Telerik controls), Full Text Search as advanced search engine.
- ZINGUA: Portal for buying and selling banners and online advertising management. Developed in Visual Basic .NET, using the content manager DotNetNuke, integrating Telerik controls, payment systems (Paypal, Moneybookers, Worldpay) and jQuery. Database: Microsoft™ SQL Server.

## MAGENTO

- FOTO24: Online shop of photo accessories. Developed in Magento with purposely developed modules, configuration and adaptation of third parties, design and layout in responsive HTML5 with CSS3.
- GLOXY: Gloxy camera accessories shop. Entirely developed in Magento with specific development of various modules, multilanguage (.es, .fr, .co.uk, .nl) and responsive design HTML5.

## PHP

- NEOTEO: Technology blog created in DotNetNuke CMS .NET (VB) with subsequent additions and SQL Server as database engine. Later migrated to MySQL and WordPress, development of own custom plugins (for frontend and import process).
- REDFOTO: Photographic portal for amateur and professional photographers. Developed in php on the Wordpress platform, with custom fields integration, own plugin creation, data import from other system MySQL to Wordpress, use of jQuery as a javascript library.
- DESCARGAS.NET: Download and free software portal, developed first in SQL Server 2008 R2 and .NET (VB and Framework 4.0), migrated later to Wordpress under Genesis Framework.

JUNE 2008 – MAY 2009. SOFT À PORTER

## Freelance



Own engineering firm. Founder and responsible for all areas of the company. Portal development, online shops, design, websites, online marketing, training courses and custom-made projects.

Developed projects:

## .NET

- JUEGOS-PLAY: Online flash games website. Developed in C# and Framework 4.0, SQL Server 2008 R2 and webservice.
- RELATOS-CORTOS: Literature portal. Tales, short stories, etc. Developed in C# and F3.5, using SQL Server 2008 as DB, Full Text Search, URL Rewrite, custom pagination, jQuery and webservice (among others).
- INFOTEL: Tourist information software, developed in ASP.NET (C#), with a SMS platform and Telerik controls. Microsoft™ SQL Server database.
- MAILING SOFT: Mailing and customer portfolio management. Developed in Windows Forms (Visual Studio .NET - C#). Microsoft™ Access and Microsoft™ SQL Server databases.
- WEDDING SOFT: Wedding and events portal. Developed in Visual Studio .NET (C#) and Infragistics controls. Microsoft™ SQL Server and MySQL databases.

## PHP / Wordpress

- APPLENOLOGY: Blog in Wordpress with different plugins and Genesis Framework.

## IT Team Leader

Project Manager: Responsible for the Computer Department, mainly as Research & Development Manager, coordinating a group of 6 - 10 employees.

Senior Systems Analyst: Analysis procedures, requirements specifications, modeling in UML: diagrams of usage, interaction, sequence, classes, etc. Specialized in UML tool: **Rational Rose**.

Online Marketing Manager:

- Improvement of search engine placement (SEO). Web Positioning.
- Analysis of new improvement opportunities using web marketing, mailing and statistical data analysis. (Google Analytics, SiteCatalyst).
- Content Management (CMS) / Media relations.

Developed projects:

### .NET

- EMISIÓN SOVAG: Management software for the control, maintenance and administration of insurance policies, accident reports and claims. Developed in .NET (C# - Windows forms), Microsoft™ SQL Server and Infragistics controls. Used as backend for pontgrup main site.
- PROYECTO FIDELIZACIÓN DE CLIENTES: Customer recovery, new client attraction, statistical process control. Developed in C# (Windows Form), SQL Server using Dundas components.
- STATISTICS PG: Statistical data management software. Developed in C sharp, Microsoft™ SQL Server and Dundas Chart.
- RETARIFICACIÓN DE CARTERA 2006: Program that meters the issued policies of a company based on its user profiles. Developed in C# (asp.net) and SQL Server 2000 as database.
- CONSULTASFIVA 07: Enquiry software according to the FIVA protocol of the DGT (Spanish Department in charge of Traffic). Developed in C# (VS2003 for Desktop version and VS2005 for ASP.NET), and SQL Server.

### PHP

- PONT GROUP WEBSITE: Portal for the insurance brokerage Pont Group with news, insurance calculator, online policy issuance. Entirely developed in PHP with MySQL database manager.
- INTERHANNOVER 06: Application for the homonymous company for the issuance of certificates and insurance policies. Developed in PHP with MySQL (front-end) and C sharp under SQL Server 2000 (for backend).
- WEBSITES: Web portals and online shops for the following companies: Underwriting Cover, Hemadis, Club Pont Grup. Entirely developed in PHP with MySQL database management system and osCommerce.

### J2EE

- FICHEROS CSB: Tool for the control and creation of payslips and its transfer to the banks. Entirely developed in J2EE with MySQL (Eclipse environment).

**Senior Analyst / Software Developer**

Senior Analyst: Analysis and specification of different projects in Spain developed by the company. Specialized in **UML MagicDraw**.

Software Developer specialized in tools of **Visual Studio .NET (C#)** and J2EE Eclipse under **ORACLE** and **SQL SERVER** databases.

Developed projects:

**.NET**

- xSIA ENFERMERÍA: Medical assistance Software for the VIC Hospital (Barcelona). Developed in C# and Microsoft™ SQL Server.
- Integration of the System Nexus Lab with the e-SIAP first-aid assistance system for SESCAM with HL7 v2.5 messages sending/receipt. Previous analysis and later development of different message types: ORM, ORU, etc. Developed in Visual Studio .NET (C#) and SQL Server.
- e-CARE: Application for the Medical Centre Fundación Norte (Madrid). Developed in C sharp under SQL Server and Oracle databases.

**J2EE**

- e-SIAP PHARMACOLOGY LABORATORY PLATFORM: Tool for the drug control and administration in La Paz University Hospital (Madrid). Entirely developed in J2EE under Oracle databases.

SEPTEMBER 2003 – SEPTEMBER 2005. GRUPO ACT TECHNOLOGY, S.L.

**Junior Software Developer / Graphic Designer**

Software Developer specialized in the development tools **Visual Studio .NET (Visual Basic .NET)** and Java for mobile phones (**J2ME**) under **Microsoft™ SQL Server**.

All projects developed in the mentioned platform, using asp.net, the application for Distritos.NET in J2ME and the software for GMAS in .NET Compact Framework.

Graphic Designer: Digital image retouching, AD design, brochure layout, final artwork and industrial printing, dealing with suppliers and updating of the corporate website.

Developed projects:

- GECOR FACILITES: Sports event management software for Real Madrid C.F., using Crystal Reporting Tool.
- GMAS: Application in PDAs for the work activity administration of the crane's company SMASA S.A.
- DISTRITOS.NET: Software for road incidents control and management, developed for mobile phones (using Bluetooth devices). Customer: Málaga Town Hall.

PROGRAMMING LANGUAGES	<b>Visual Studio .NET</b> , C#, Visual Basic, Infragistics Controls, Dundas Chart, DotNetNuke, Controles Telerik. <b>Java, J2EE, Java 2 ME</b> for mobile devices, JBuilder <b>Objective-C</b> for iPhone / iPad
OPEN SOURCE / INTERNET	<b>PHP</b> , Magento, Wordpress Xhtml, HTML5, HTML5 Boilerplate, CSS, CSS3, 960.gs, grid system design, Web responsive design, Bootstrap <b>jQuery</b> , Prototype, Javascript, Webservices, AJAX, XML / JSON, ASP Web positioning. SEO SVN: <b>GitHub</b> , Tortoise, SourceSafe
DATABASES	Microsoft™ SQL Server 2000 / 2005 / 2008, 2012, LLBLGen Pro, LinQ Oracle 8i / 9i / 10g Microsoft Access MySQL
SW ENGINEERING	Expert in object-oriented programming language. Experience using <b>UML</b> , Rational Rose and MagicDraw MVC – Design patterns
APPS	<b>JIRA</b> (Atlassian) Software engineering: <b>Microsoft™ Project</b> . Reports creation: Crystal Reports Graphic design: Adobe™ Photoshop, 3D Studio MAX, Corel Draw and FreeHand MX. Hard Objects oriented language: SmallTalk
OS	Windows 9x / 2000 / NT / XP / Vista / 7, MacOS, Unix, Linux, Ubuntu

**LANGUAGES**

**ENGLISH** spoken INTERMEDIATE > written ADVANCED > translation ADVANCED

**COURSES**

**iOS Development for iPhone and iPad**, online course of Udemy. (April 2014)

Web Applications Development with Microsoft .NET Framework 4 (**MCTS Certification 70-515**). Fundación Tripartita, December 2013 (210 hours).

**Mobile apps development for iOS and Android.** Seis Cocos Technical School, March 2013 (150 hours).

**Introduction to Delphi Programming.** Málaga University, July 1999 (80 hours).

Workshop for PC Configuration and Setup. Málaga University, July 1998 (42 hours).

**Programming in JAVA.** Málaga University, July 2000 (105 hours).

New Mobile Technologies (**from WAP to UMTS**). Málaga University, July 2001 (20 hours).

Attendance at the **First Spanish Symposium for Electronic Business (SNE 01) and Telematic Security.** Málaga University, Department of Computer Science, October 2001.

## OTHER INTERESTING DATA

Driving license B1 and own car / Availability to travel.