

Daniel A. Horowitz

Building Lasting Software & Organizations That Enhance The Customer/User Experience

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Specializing in Enterprise Applications, with a focus on metrics and user-experience design with the proven know-how to combine creative and usability perspective together resulting in world-class web and mobile applications. Experience optimizing user engagement; utilizing OOPHP, Javascript, HTML5, CSS3, modern libraries/frameworks and Agile best practices. Worked on projects ranging from building a full medical software suite for Pro Motion; a physical therapy practice, providing programming assistance to Ken Segall: former Creative Director of Apple.

Expertise

- **Budget Development and Cost Control**
- **Strategic Technology Planning**
- **Process Re-engineering**
- **Product Design and Development**
- **Leadership and Supervision**
- **IT Governance**
- **Contract Negotiations**
- **Vendor Management**
- **Requirements Definition**
- **Policy Definition**
- **Management**

Primary Skills

WordPress Expert 10yrs
Magento Advanced 10yrs
UX & UI Design Expert 15yrs
Usability Protocols Expert 15yrs
PHP 5.5+ Expert 19yrs
MySQL 5.7+ Expert 19yrs
SQL Expert 19yrs
Javascript Expert 19yrs
JQuery Expert 10yrs
AngularJS Advanced 1 yr
JSON Expert 10yrs
XML Expert 19yrs
CSS3 Expert 19yrs

HTML5 Expert 19yrs
Web Services Expert 5yrs
Website Analytics Expert 15yrs
Prototyping Expert 15yrs
Persona Creation Expert 15yrs
Agile Expert 5yrs
DevOps Expert 13yrs
Subversion Advanced 5yrs
AJAX Expert 10yrs
Security Expert 19yrs
Linux Advanced 7yrs
RESTful Expert 7yrs
RESTful Dev. Advanced 3yrs

EXTJS Advanced 9yrs
Mobile Web Apps Advanced 7yrs
Information Architecture (IA) Expert 14yrs
A/B, Card Sort, User Testing Expert 5yrs
Slim Framework Advanced 3yrs
Composer Advanced 3yrs
PayPal API Expert 5yrs
ShipStation API Advanced 1yr
Facebook API Expert 4yrs
SEO Expert 9yrs
Python Advanced 4yrs

Software Skills

Jira Expert 5yrs
cPanel Expert 11yrs
Plesk Expert 10yrs
Photoshop Expert 25yrs
Indesign Expert 18yrs

Flash Advanced 15yrs
AutoCAD Advanced 15yrs
MS Office Expert 19yrs
Pages Expert 12yrs
Numbers Expert 12yrs

Painter Expert 16yrs
Dreamweaver Expert 18yrs
Adobe Illustrator Expert
Acrobat Pro Advanced 13yrs
QuarkExpress Expert 21yrs

Experience

KoniKode, Tech. Consultant - Enterprise software development company, Jan '11 to June '17

- Providing web, mobile, desktop and embedded solutions for enterprise and small business.

Blue Core Studios, Lead Developer/Designer - Film and TV Production Comp., Jan '05 to Jun '15

- Designed, developed and initially maintained as a sole developer the entire web presences.
- The website is running on my own proprietary CMS, Blog and Shopping Cart.

QuickWit, Technical Consultant - Designer - Web Development Company, Aug '14 to Nov '16

- Providing expertise and management for Web/Application/Mobile Development projects.
- **CZ Collections**, Team Lead Developer/Architect - Wholesale Jeweler, Mar '16 to Aug '16
 - A custom application integrating order management and logistics of various online retailers; ie., Overstock.com, MobStub...; utilizing a custom integration of Jewels 2000 (FoxPro App.) and ShipStation. With the amount of data that had to be process and sanitized we hit the realm of big data (10GB of RAM was required). Running hundreds of thousands of operations on a single dataset. Finding a way to process "big data" with minimal resources, into MySQL.

DreamzTech, Technical Consultant - Enterprise App. and Web Dev., Jul '16 to Present (consult)

- Providing expertise and management for Web/Application/Mobile Development projects.

FitMi, Team Lead Developer/Designer - Fitness App. (iOS, Android), Oct '14 to Aug '16

- Designed and developed the entire infrastructure, while leading a multinational team of 13.
- Implementing both a custom RESTful API and web-services.
- Handled contract negotiations and policy definition.

GroupDate, Lead Developer/Designer - Dating Platform, Nov '14 to Mar '15

- Developed the entire web presence and image; running on my proprietary CMS.

Measupro.com, Lead Developer - Scale Retailer, Apr '15 to Aug '15

- Created a custom implementation of WordPress, utilizing WooCommerce Ecommerce platform and many more features.
- Developing a custom method with CSS zoom for the adaptation of high resolution screens to automatically enlarge the site to perfectly fit the display. Eliminating any odd scaling of CSS zoom.

KenSegall.com, Senior Developer/Designer - Former Creative Director of Apple, Feb '12 to Mar '12

- Updated, repaired and refined current WordPress CMS.
- Contracted by Ken Segall, is the former Creative Director of Apple Computers.

Pro Motion Physical Therapy, Lead Developer/Designer - Medical Practice, Feb '06 to Sep '07

A platform was created to handle all management and billing aspects of running a physical therapy practice; utilizes proprietary CMS framework.

Work Samples

CZ Collections - (access upon request)

- A custom application integrating order management and logistics of various online retailers, ie., Overstock.com, MobStub...; utilizing a custom integration of Jewels 2000 (FoxPro App.) and ShipStation. With the amount of data that had to be process and sanitized we hit the realm of big data (10GB of RAM was required). Running hundreds of thousands of operations on a single dataset. Finding a way to process "big data" with minimal resources into the Web App with a connection to MySQL. Utilizing: PHP, MySQL, FoxPro, Visual Basic, XML, JQuery, CSS, HTML, IIS, CentOS, Windows Server

Measupro - <http://www.measupro.com/>

- Developed as a Senior Developer the entire web presences from the ground up. The website is running WordPress and the WooCommerce Ecommerce plugin. Developing a custom method with CSS zoom for the adaptation of high resolution screens to automatically enlarge the site to perfectly fit the display. Eliminating any odd scaling of CSS zoom. Utilizing: WordPress, PHP, MySQL, JQuery, CSS3, HTML5 - Designed by Measupro

Blue Core Studios - <http://www.bluecorestudios.com/>

- Designed and developed as a sole developer the entire web presences from the ground up and have been maintaining their website for them since it was first launched. The website is running on my own proprietary CMS and my own proprietary Shopping Cart. Utilizing: PHP, MySQL, JQuery, CSS3, HTML5

Sonic Fan Film - <http://www.sonicfanfilm.com/>

- Is a custom crowdfunding site created for Blue Core Studios. So that they could raise funds for the short film "Sonic". Additionally a custom blog and a custom newsletter system was created. The website is running on my own proprietary CMS. Utilizing: PHP, MySQL, JQuery, CSS3, HTML5

FundWarrior - <http://www.fundwarrior.com/>

- Is a custom crowdfunding site. The website is running on my own proprietary CMS. Customized for crowdfunding. It is a current project that in beta testing. If you have a second go ahead and sign up. Let me know what you think. Utilizing: PHP, MySQL, JQuery, CSS3, HTML5

KenSegall.com - <http://www.kensegall.com/>

- Updated design and function of Mr. Segall's Wordpress site and fixed all of the errors he had in his system. Utilizing: Wordpress, PHP, MySQL, JQuery, CSS2, XHTML 1.0 Transitional

(Invoicing) - (access upon request)

- This is a Web Application for invoicing. Designed for a freelancers and small business. The application is running on an early version my own proprietary CMS. Utilizing: PHP, MySQL, JQuery, CSS3, HTML5

Packing logistics - (access upon request)

- Developed a 3D box packing algorithm. That takes all items physical specifications in an order and then pulls from an inventory of available boxes and fills boxes as per the shipping companies specifications. Filling additional boxes as needed. Taking packing material into consideration. All with a minimum accuracy of 80%. Utilizing: PHP, MySQL.