

Daniel A. Horowitz

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

845-837-9679 • 16 Mercury Ave., Monroe, NY 10950 • me@danielahorowitz.com
634 S. Pasadena Ave., Apt. #2, Glendora, CA 91740

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 best practices MVC via 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 and for health insurance companies such as HealthFirst. Further developing a proprietary PHP MVC Framework, utilized in many works.

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

- PHP 5.5+** Expert 19yrs
- MySQL 5.7+** Expert 19yrs
- SQL** Expert 19yrs
- Javascript** Expert 19yrs
- JQuery** Expert 10yrs
- AngularJS** Advanced 1 yr
- CSS3** Expert 19yrs
- HTML5** Expert 19yrs
- UX & UI Design** Expert 15yrs
- AJAX** Expert 10yrs
- Web Services Architect** Expert 5yrs
- RESTful** Expert 7yrs
- RESTful Dev.** Advanced 5yrs

- JSON** Expert 10yrs
- XML** Expert 19yrs
- Subversion** Advanced 5yrs
- Git** Advanced 1yr
- Security** Expert 19yrs
- Usability Protocols** Expert 15yrs
- Information Architecture**
- Linux** Advanced 7yrs
- Agile** Advanced 3yrs
- DevOps** Expert 13yrs
- (IA)** Expert 14yrs
- A/B, Card Sort, User Testing** Expert 5yrs
- Prototyping** Expert 15yrs

- Persona Creation** Expert 15yrs
- Website Analytics** Expert 15yrs
- WordPress** Expert 10yrs
- EXTJS** Advanced 9yrs
- Symfony** Advanced 2yrs
- Laravel** Advanced 2 yrs
- Slim Framework** Advanced 3yrs
- Composer** Advanced 3yrs
- PayPal API** Expert 5yrs
- ShipStation API** Advanced 1yr
- Facebook API** Expert 4yrs
- 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 13yrs
- Acrobat Pro** Advanced 13yrs
- QuarkExpress** Expert 21yrs

Experience

HealthFirst, Senior PHP Architect - Health insurance company, in New York., Sept '17 to Nov '17

- Developed internal and client facing portals to accommodate the renewal of insurance policies.
- Heavy on integration of various third party services.

KoniCode, 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 MVC Framework, 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 MVC Framework.

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 MVC Framework.
- 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 MVC Framework framework.

Work Samples

PHP MVC Framework - (demonstration upon request)

- A 100% custom PHP MVC Framework with a focus on simplicity, uniformity, speed and customization. Utilizing: PHP, MySQL, REST, JQuery, CSS, HTML

SeekingWriter - (access upon request)

- A custom exchange connecting talented writers with projects. The website is running on my own proprietary MVC Framework. Utilizing: PHP, MySQL, REST, JQuery, CSS, HTML, CentOS

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

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

- Designed and developed as a sole developer the entire web presences from the ground up. The website is running on my own proprietary MVC Framework and my own proprietary Shopping Cart. Utilizing: PHP, MySQL, JQuery, CSS3, HTML5

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

- Designed and developed as a sole developer the entire ecommerce application from the ground up. With a focus on simplicity and a streamlined user experience. The shop is running on my own proprietary MVC Framework and my own proprietary Shopping Cart. Utilizing: PHP, MySQL, JQuery, CSS3, HTML5

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

- Is a custom crowdfunding site. The website is running on my own proprietary MVC Framework. Customized for crowdfunding. It is a current project that in beta testing. 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 MVC Framework. 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.