



# Ricardo Alves

## EFFICIENT DESIGN WORKFLOW

Full Stack Developer // Multimedia Designer // Graphic Designer // Photographer

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🌐 www.efxpromedia.com

## PROFESSIONAL SUMMARY

I have acquired an extensive skill set working in various areas of the creative industry for over 15 years, my skill set extends to technical and artistic photography, print and motion graphics design to innovative and fast web development using latest technologies available, these skills play an important part of my creative career and they allow me to deploy strong and reliable business structure for my clients.

## WORK EXPERIENCE

### 2018 - 2018 L.A Therapy

POSITION: Fullstack Developer

Designed and developed a responsive site management for L.A Therapy phisio treatments allowing my client to control the site content using a all new responsive and hybrid Node.js PAAS CMS developed exclusively for EFX PRO Media clients called "Elements", This stack development required the main core technologies and libraries:

\*ECMAScript 6, Node.js, Express, React, React Router, Webpack, Babel, Axios, MongoDB Atlas, JWT, Lets Encrypt, Nodemailer, Foundation 6.5, jQuery, Liquid.js.

#### Deployment Content

<https://la-therapy.com>

- Client ( Liliana - liliana\_lads@hotmail.com)

### 2017 - 2018 Champagne and Wines

POSITION: UI/UX Designer // Front/End Developer // Multimedia Designer // Marketing

Designed and developed a beverage experience CMS site that allows our clients to manage its contents using an admin UI. Created a Score Purchase System where users can buy points that can be used in wine recommendations using a secure payment system to take payments and use points on demand, a customer ticketing system was also implemented to allow a great customer experience when using points for recommendations.

#### Deployment Content

[www.champagneandwines.ca](http://www.champagneandwines.ca)

- Contractor/Project Director ( Yves Dubois - yves@zellig.ca )

### 2017-2017 Macklaren and Murdock Chartered Architec

POSITION: UI/UX Designer // Front/End Developer // Multimedia Designer // Marketing

Designed and developed a CMS system to allow architects from the firm to list their projects and update their content, this project took the latest challenge in mobile rendering capability and passed rendering tests with results of performance with score of 70/100 of an audit performance analysis where average is 40-50.

#### Deployment Content

MMH - [www.mm-h.co.uk](http://www.mm-h.co.uk)

## **2016 - 2018 Strange Ideas**

POSITION: UI/UX Designer // Front/End Developer // Multimedia Designer // Marketing

Designed and developed a e-commerce, CMS for kitchens ware and related classification items, optimised with rich content featuring latest SEO standards for product featured listings.

### **Products Created, Developed and Deployed since 2016**

Bradshaws Canada Retail - [www.bradshawscanada.com](http://www.bradshawscanada.com)

Prowess - [www.prowessuniform.com](http://www.prowessuniform.com)

Georgia & Ivy Photography - [www.georgiaandivy.photography](http://www.georgiaandivy.photography)

Buy n' Sell - [www.buy-n-sell.ca](http://www.buy-n-sell.ca)

Jonathan Johnson - [www.jonathanjohnson.art](http://www.jonathanjohnson.art)

- Contractor/Project Director ( Adam Strange - [adam@strangeideas.ca](mailto:adam@strangeideas.ca) )

## **2016 - 2018 Luxury One LTD**

POSITION: UI/UX Designer // Front/End Developer // Multimedia Designer // Marketing

Designed and developed a CMS for kitchens and bathrooms with rich and updated SEO standards for competitive rankings at category classification for product, ranked to 3rd in the general classification for kitchens in the UK search between November 2017 and February 2018.

### **Products Created, Developed and Deployed since 2016**

Custom Kitchens™ - [www.customkitchens-uk.com](http://www.customkitchens-uk.com)

Cheap Kitchens™ - [www.cheap-kitchens-uk.com](http://www.cheap-kitchens-uk.com)

Luxury Bathrooms™ - [www.luxurybathrooms-uk.com](http://www.luxurybathrooms-uk.com)

## **2015 - 2016 - Accountancy Bussines Consultants (ABC Scotland)**

POSITION: UI/UX Designer // Front/End Developer // Multimedia Designer // Graphic Designer // Photographer.

Designed and structured an accounting CMS site for local services in the financial category.

- Business Owner ( Andrew Dean - [andrew@abcscotland.co.uk](mailto:andrew@abcscotland.co.uk) )

## **2014 - 2015 Roseisle Luxury Motorhomes**

JOB: UI/UX Designer // Front/End Developer // Multimedia Designer // Graphic Designer // Photographer

Designed and developed a listing website system for Campervans and motorhomes, taking and editing images for models sold and hired in the premisses.

This project is now archived but the content description can be viewed at [www.efxpromedia.com/projects](http://www.efxpromedia.com/projects)

## **2014 - Tartan Weaving Mill**

JOB: Web Designer Developer // Multimedia Designer // Photographrer.

Interactive HD 40" Kiosk HTML5 & Java Script Driven Application with video, video shooting and editing.

- Design Contractor ( Greig McCracken [greigmccracken@me.com](mailto:greigmccracken@me.com) )

## **2014/2016 - Best Kilts LTD**

JOB: UI/UX Designer // Front/End Developer // Multimedia Designer // Graphic Designer // Photographer

E-commerce Network - HTML5 Shopping e-commerce wholesale website with SEO, eBay Shop with dynamic product template, studio and outdoor photography and image editing.

- Best Kilts Director Katarzyna ( [enquiries@bestkilts.com](mailto:enquiries@bestkilts.com) )

## 2014 - Heroes Drinks

JOB: 3D Designer // Multimedia Designer // Photographer.

Designed and modeled a realistic model of a bottle of vodka for print and web usages.

- Heroes Drink Director Chris Gillan (chris@heroesdrinks.com)

## 2012-2013 Unique Web Design Agency / NaturaWhite

JOB: UI/UX Designer // Web Designer Developer // Multimedia Designer // Graphic Designer // Photographer

Worked with HTML & HTML5, standard and advanced versions of CSS, Media Query, Javascript and jQuery, Flash interactive content, Mobile web App for iOS devices with Javascript, websites developed throughout a series of graphic developing programs as Photoshop, Flash, After Effects and Cinema 4D to build web site style and user interactivity and many other web entertainment are also being developed and Search Engine Optimized websites for high performance download, all managed and hosted through Adobe Business Catalyst and it is used Google Adwords for advertisement, see projects developed from scratch below:

www.naturawhite.com (2012)

Desktop & Mobile X-Commerce Website, support in 32 different mobile and tablet platforms.  
iOS Web App, Product Photography.

www.uniquedesignagency.co.uk (2012)

Desktop & Mobile iOS Web App, HTML, CSS & CSS3 Rules, Javascript, Flash, SEO, Social Links.

www.2tscaffolding.com (2012)

HTML, CSS Rules, Javascript, jQuery, Flash, SEO.

www.1stlimos.com (2012)

Desktop & Mobile iOS compatible, HTML, CSS, Javascript, jQuery, Flash, SEO, Social Links.(DOWN)

www.whatpartyplan.co.uk (2012)

Desktop HTML, CSS3, Javascript, Flash, SEO, Social Links, Partnership Links (under Development).

www.naturahair.co.uk (2012)

Desktop HTML, CSS3 Cross browser, Javascript, Social Links.

Google GEO Location, Flash.

- Gary Shaw (CREATIVE DIRECTOR) 07827 965329

Sean Anderson (Natura White CEO, Owner)

## 2011 Garden Design Edinburgh

JOB: Multimedia Designer // Graphic Designer.

Produced series of 4 individual animated videos for gardening services,

Videos were edited with Photoshop, Cinema 4D, After Effects, check on my channel on Youtube for more samples. <https://www.youtube.com/channel/UCZeHVvgD98Ck-dKIn6Gvxyg>

## **2013 - 2014 - Rocela LTD**

POSITION: Multimedia Designer

Video Editor - Edited a series of video blogs for Youtube and other online channels.

- Design Director Linda Anderson (linda.anderson@rocela.com)

## **2013-2014 - Love Kilts LTD / SimplyScotland**

POSITION: UI/UX Designer // Web Designer Developer // Multimedia Designer // Graphic Designer // Manager // Photographer

Multimedia Designer / Admin – Design, development and administration of Simply Scotland Kilt Online Shop, Ecommerce platform designed in HTML5, CSS3, JS, compatible Internet Explorer 7+, Photography and compositions, SEO and Analytics, Sales management, Simply Scotland Ebay Templates fully functional and cross browser compatible, Amazon Products Listings.

<http://www.simplyscotlandshop.com>

eBay Accounts: simply-scotland / lovekilts

- David Scott 07521264886.

## **2012-2013 - Capital Residence Boutique Hotel**

JOB: UI/UX Designer // Web Designer Developer // Multimedia Designer // Graphic Designer // Manager.

Designed and developed capitalresidence.co.uk using HTML5 and CSS3 cross browser compatible, Mobile Version, photography and imaging composing.

<http://www.capitalresidence.co.uk> (Archived)

## **2012-2013 Maxx Trading UK**

JOB: UI/UX Designer // Web Designer Developer // Graphic Designer.

Master Web Design/Developer – Branding, CRM, E-commerce Trading website.

<http://www.maxxtrading.co.uk> (Archived)

## **APP DEVELOPMENT**

### **Currency EX v1.0 - Business Catalyst App**

App description: <http://www.efxpromedia.com/currency-ex>

Install: <https://www.bcappstore.com/apps/currency-ex>

### **Cart Assistant PRO v1.1.8 - Business Catalyst App**

App description: <http://www.efxpromedia.com/cart-assistant-pro>

Install: <https://www.bcappstore.com/apps/cart-assistant-pro>

### **Cart Assistant 1.0 - Business Catalyst App**

App description: <http://www.efxpromedia.com/cart-assistant>

Install: <https://www.bcappstore.com/apps/cart-assistant>

## **DRIVER'S DETAILS**

UK full driver's license .

(Have my own transport)

## PERSONAL GOALS AND TARGETS

I feel I have successful gaining experience and training to work as a team and with costumers. My goals are 100% customer satisfaction, I want to continue my personal development, I have and will always improve myself to reach my goals.

## QUALIFICATIONS

- Edinburgh College Telford Campus: HND Visual Comunications (New Media) 2012 - 2014  
Branding design identity, business's digital products, digital campaigns, creative and entertaining media, mobile.
- Edinburgh College (Stevenson Campus): Web designer SQA National Unit at Higher Level 2012 – HTML, CSS, Java Script and Adobe software development.
- Capital School of English: Advanced (Edinburgh, Scotland) 2010-2011  
Communication skills: speaking, reading, spellings, writing and use of vocabulary.
- Capital School of English: Upper Intermediate (Edinburgh, Scotland) 2009-2010.
- Arch School of English: Intermediate (Edinburgh, Scotland) 2008-2009.
- Instituto Brazil: IT-Course for maintenance of hardware and peripherals involving upgrade and repair of computers, Assembly of specialized desktop and laptop computers. ( Rondonia, Brazil) 2007
- Max Informatica: A year course of Marketing, Secretariat/ Costumer Service Administration and management, accounting, use of typing for letters, invitations and documents. ( Rondonia, Brazil) 2004 – 2005.

## SYSTEM & SOFTWARE SKILLS

Mac, Windows, Word, Exel, Access, (Adobe CC Photoshop , After Effects , Encore , Premiere, Flash, Dreamweaver, Illustrator, Premiere Audition), Cinema 4D w/ VRay, 3Ds Max, Visual Studio, Code Kit, Nodejs.

(I have my own hardware for production and development.)

## CODING LANGUAGES

HTML, CSS, SCSS, Liquid, JAVASCRIPT and Associated libraries.

## PROTOTYPES IN DEVELOPMENT

- Node.js Ecommerce API using MongoDB and Liquid.js.
- Shopify Foundation Theme.
- Node.js Home Automation using Arduino API and hosted ddns.

## SPOKEN LANGUAGES

Portuguese  
English  
Spanish  
Polish