

# DEMIAN BORBA

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## OBJECTIVE

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Work as **Sr. Interactive Developer** (Project Lead) for digital agencies or software companies.

## SUMMARY

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- Creative, entrepreneurial, passionate, focused, detail oriented, organized and friendly professional with a variety of skills in Project Management, Business Management, **Development** (Flash Platform, CSS, iPhone/iPad, Subversion) and **Design**.
- Adobe Community Professional (300 in the world), Adobe Certified Expert in Flash CS4, organizer of the first Adobe Flash Camp in Brazil (380 attendees, 75 countries), Adobe User Group Manager, Flash Instructor and Conference Speaker
- Certified Scrum Master, comfortable working as Product Owner or ScrumMaster, and experience with Traditional Management (PMBOK, MS Project 2007).
- Portuguese/English fluency and intermediate Spanish.
- Strategic vision with a 10 year business and web development experience.
- Comfortable working with all levels of management, and able to work independently with minimum supervision.

## EDUCATION

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### **Project Management Professional Certificate Program** (UCSD, San Diego CA)

*December 2007 - August 2008*

- Relevant Classes Taken: Project Management Boot Camp, Work Team Concepts and Skills, Controlling Project Costs and Risks, Project Procurement Management, Microsoft Project 2003-2007, PMBOK.
- Preparation for the PMP certificate (PMI).

### **Business Management & Marketing Professional Certificate Programs** (UCSD, San Diego CA)

*June 2007 - March 2008*

- Relevant Classes Taken: Business Decision Making, Marketing Planning, Practical Market Research, Product Management Branding and Positioning, Creative Advertising Strategies, Successful Sales Skills, Financial Accounting, Presentation Techniques for Marketers.

### **Making Meetings Count** (Stanford University, Stanford CA)

*April 2008*

### **Bachelor's Degree in Computer Science** (Alagoas Federal University, Brazil)

*March 2000 - March 2005*

### **Technical Degree in Computing** (CEFET-AL, Brazil)

*February 1998 - December 1999*

### **Technical Degree in Industrial Design** (CEFET-PR, Brazil)

*February 1994 - December 1997*

## EXPERIENCE

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**EFM** (San Diego, CA) [www.efmexperience.com](http://www.efmexperience.com) Award-winning digital agency in San Diego.

October 2008 - present

Main Role: **Interactive Director**. Also working as: **Developer Lead, ScrumMaster, Team Leader**

- planning (site maps and wireframes), designing (comps and prototypes) and developing web and desktop applications (to run on browsers, desktops and mobile devices), always focusing on user experience and application performance
- managing the interactive team during the design and development of applications for clients such as General Electric, Coca-Cola, Johnson & Johnson, Callaway Golf, UCSD and RainBird
- creating AIR applications, full flash websites, hybrid web sites, augmented reality apps, mobile apps, social media integration (twitter, facebook and flickr)
- using flash applications integrated with Google analytics to track results and ROI

**Platt College, Art Institute of California & UCSD** (San Diego, CA)

Industry-oriented professional colleges, with majors in Design, Web and Animation.

August 2008 - present

Main Role: **Advanced Flash Instructor, Design Instructor and Basic Flash Instructor**.

- working part-time after work hours as a teacher for 3 of the main web and design colleges in San Diego. Teaching Flash, Design, Usability, SCRUM and Object Oriented Programming using Flash and Flex
- students work on real projects with real clients, and we use SCRUM to manage all stories and tasks, through daily stand-up meetings, sprint planning, sprint review and sprint retrospective meetings, scrum boards and burndown charts
- covering topics such as OOP, AIR applications, augmented reality, Flash with XML, using custom classes, loading external assets dynamically, drawing via code, using tween engines, video and sound integration, bitmap, filters, application planning and design (site maps and wireframes) etc.

**Callaway Golf** (Carlsbad, CA) [www.callawaygolf.com](http://www.callawaygolf.com)

Public company (NYSE: ELY). One of the top golf brands in the world.

May 2008 - October 2008

Main Role: **Sr. Flash Developer**. Also working as: **Designer, ScrumMaster**

- designed and developed dynamic Flash applications using Action Script 3.0 and OOP
- extensively used XML and SWF+HTML+Javascript integration/communication
- created new concepts, information architectures, comps focusing on the user experience
- taught and guided the IT team during its Scrum implementation
- converted AS 2.0 applications to AS 3.0, focusing on performance and reusability (refactoring)

**MPP Solutions Inc** (Rio de Janeiro, Brazil) [www.mppsolutions.com](http://www.mppsolutions.com)

One of the most strategy-oriented and creative internet consulting agencies in Brazil.

September 2006 - April 2007

Main Role: **Flash Developer**. Also worked as: **Designer, Assistant of Strategies**

- worked closely with project stakeholders
- key member of a team launching a 500-page B2B and B2C internet portal, among other sites
- researched and organized strategic presentations for potential clients
- created plans, information architecture (IA), wireframes and interface layouts for high-end web sites
- developed rich internet applications using Flash and Flex (using Action Script 2.0, 3.0 and XML)
- applied strong concepts of usability, design and quality assurance
- developed professional and powerful interactive flash banners enhancing user experience
- designed and developed rich internet applications for clients such as Coke, Oi Communications etc

**ENG DTP Multimedia** (Brazil) [www.eng.com.br](http://www.eng.com.br)

The best Adobe (formerly Macromedia) training provider of Brazil, founded in 1983.

July 2003, 2004, 2005, 2007

Roles: **Adobe Official Training Organizer, Flash Instructor**

- organized more than 40 official Adobe/Macromedia courses from 2003 to 2007
- taught Adobe official Flash courses for web developers, designers and professional animators

**Six Advertising** (Brazil) [www.sixpropaganda.com.br](http://www.sixpropaganda.com.br)

March 2004 - July 2004

Role: **Designer**

**Action Creations** (Brazil) [www.actioncriacoes.net](http://www.actioncriacoes.net)

*My own small company, where I managed cross functional teams and delivered high-end products.*

*December 1997 - January 2006 (on hold, doing contract projects)*

Main Role: **CEO**. Also worked as: **Project Manager, Account Manager, Product Owner**

- worked 4 years with an American partner, providing high-end deliverables for Brazil, USA and Spain
- organized a 400 attendee IT conference with five top Brazilian speakers, sponsored by Adobe and the biggest local bank (Banco do Nordeste), supported by the Brazilian Society of Computing (SBC)
- gave speeches in universities and corporations
- used Microsoft Project to keep projects on track, within scope, budget and time
- developed advertising strategies for clients, based on market research and opportunity analysis
- managed risks and kept people motivated, giving them the freedom to create breakthroughs
- applied Agile methodologies to projects (xp, stand up meetings, business value and periodic releases)
- managed different accounts, some of them coming from different countries
- delivered high-end web sites, banners, print designs and branding jobs
- integrated video content with interactive web apps, delivering impressing download speed and quality
- created multimedia CDs & DVDs delivering Flash applications, videos and music
- managed projects for clients such as Rip Curl, MG Tires US, NY Bronx Zoo, WR Motorsports etc

**OFM Technology of Information** (Brazil) [www.ofm.com.br](http://www.ofm.com.br)

*March 2000 - August 2000*

Role: **Web Designer**

## CERTIFICATES

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**Adobe Community Professional** (USA, January 2010)

**Adobe Certified Expert in Flash CS4** (USA, November 2009)

**Flash Certified Professional** (Brazil, July 2003)

**Certified ScrumMaster** (Scrum Alliance, Orange County, CA, April 2008)

Certified Business Management Professional (UCSD, San Diego CA, March 2008)

Certified Marketing Professional (UCSD, San Diego CA, March 2008)

Flash CS3, Flash 8, Flash MX 2004, Flash MX Adobe Certified Trainee (Brazil, 2001 - 2007)

Flex 2 Adobe Certified Trainee (Brazil, 2007)

Dreamweaver 8, Dreamweaver Ultradev 4 Macromedia Certified Trainee (Brazil, 2005, 2001)

Illustrator CS3, CS2, CS, 10 Adobe Certified Trainee (Brazil, 2003 - 2007)

Photoshop CS3, CS2, CS, 7 Adobe Certified Trainee (Brazil, 2003 - 2007)

InDesign CS2, CS Adobe Certified Trainee (Brazil, 2004, 2005)

After Effects CS3, 6.5, 6 Adobe Certified Trainee (Brazil, 2003 - 2007)

## LATEST PROJECT

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Adobe Flash Camp Brasil ([www.flashcampbrasil.com.br](http://www.flashcampbrasil.com.br)) English/Portuguese website

- 380 attendees, 210 online viewers (live broadcast)

- Youtube Channel: [www.youtube.com/flashcampbrasil](http://www.youtube.com/flashcampbrasil)

- Pictures on Flickr: <http://tinyurl.com/yk44muw>