

DEMIAN BORBA

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OBJECTIVE

Create effective and beautiful interactive work.

SUMMARY

- Creative, entrepreneurial, passionate, focused, detail oriented, organized and friendly professional with a variety of skills in Project Management, Business Management, **Development** (Flash Platform, Javascript, CSS, iPhone/iPad, Android, Blackberry, Subversion, Wordpress) and **Design**.
- Adobe Community Professional, Adobe Community Champion, Adobe Certified Expert in Flash, organizer of Adobe Flash Camp in Brazil (considered the best flash camp ever), 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.
- CEO at Action Creations (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

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

Action Creations (San Diego, CA) www.actioncreations.com

Interactive Agency founded on 10-10-2010 in San Diego

October 2010 - present

Main Role: **CEO**. Also working as: **Project Manager, Developer Lead, Product Owner**

- working on interactive projects focused on excellent performance and high-end design (pixel perfect)
- organizer of Flash Camp Brazil, one of the most important Flash events in the world
- giving speeches in conferences, universities and corporations
- developing advertising strategies for clients, based on market research and opportunity analysis
- managing risks and keeping employees motivated
- applying Agile methodologies (xp, scrum, stand up meetings, business value and periodic releases)
- managing different accounts, some of them coming from different countries
- delivering high-end interactive products such as mobile apps, touchscreen panels, websites and games
- working with clients such as Adobe, Callaway Golf, Nike 6.0, Rip Curl, ASP, Pentax, UCSD and others

UCSD, Platt College, Art Institute of California (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 as a professor 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 design, usability, 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.

EFM (San Diego, CA) www.efmexperience.com Award-winning digital agency in San Diego.

October 2008 - July 2010

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

- planned (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
- managed the interactive team during design and development of applications for clients such as General Electric, Coca-Cola, Johnson & Johnson, Callaway Golf, UCSD and RainBird
- created AIR applications, full flash websites, hybrid web sites, augmented reality apps, mobile apps, social media integration (twitter, Facebook and flickr)
- created flash applications integrated with Google analytics to track results and ROI

Callaway Golf (Carlsbad, CA) 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 worked 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

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

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

March 2004 - July 2004

Role: **Designer**

OFM Technology of Information (Brazil) www.ofm.com.br

March 2000 - August 2000

Role: **Web Designer**

CERTIFICATES

Adobe Community Champion (USA, March 2010)

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)