

Randy Apuzzo

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<http://www.linkedin.com/in/rapuzzo>

With over 10 years experience in web development I'm well versed in multiple languages, programs, and theories to execute. I'm resourceful and grasp new concepts quickly. I'm social and enjoy working in teams.

Technical

Programming Languages

PHP, JavaScript/AJAX, Mootools, HTML, XML, CSS, Objective-C, ActionScript 2, MySQL, XML, C, JAVA

Major Skills

PHP/MySQL Development
Mootools and Javascript platforms
Objective-C / iPhone development
LAMP Command Line Operations
To the pixel PSD to XHTML/CSS
SEO Optimization
Mod Rewrite & Data Crawling

Applications

Full Adobe Suite, Flash, LAMP servers build and admin

Web/Opensource Software

Joomla, Wordpress, Magento, Zen Cart
Various CMS software, GIT

Professional Experience

Jetscram LLC San Diego, California

Lead Design/Developer 2004-Present

Responsible for managing simultaneous projects focusing on design, development, branding, programming structure, concept development, and production supervision. Development projects range from content management systems to full scale interactive community websites. The majority of work is database driven. Design projects range from web templates to full branding systems.

See the project listing at the end of this document for details or view it live at: [Jetscram's Project History](#)

Engine Ready - San Diego, California

Stand-in Lead Developer - Late 2008 – Early 2009

Mapping, developing, and designing the software Conversion Critic. Engine Ready contracted me to turn an excel spreadsheet of questions into a website tool where registered users could grade their own website live and store results.

www.conversioncritic.com

Education

University of Massachusetts Dartmouth 2005 – 2008

Bachelor of Fine Arts Visual Design, Graphic Design/Letterform
Magna Cum Laude

University of Massachusetts Boston 2003 – 2005

Northeastern University 2002 – 2003

Pursued Computer Science. Dicipined in Java, C, Scheme, and Discrete Mathematics. Discontinued to pursue design skills for frontend development.

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Sample Work

A partial listing of work. All projects are PHP/MySQL based driven by a combination of mod_rewrite and Mootools. Final output is XHTML 1.0 Transitional or HTML 4.01

Day of the Quote

2010 / Social Media / Content Automation

Day of the quote is a fun personal project to test out: The authorization and information grabbing qualities of facebook connect. Automated keyword generation, permalinks, and description. Twitter tweet this functionality. And automated content population. A work in progress.

<http://www.dayofthequote.com>

MEPBN (Sacramento, CA)

2010 | Branding / Joomla Website

The Mechanical Engineering and Plumbing Business Network is a customized Joomla install with forums, blog, and social media networking capabilities. MEPBN had newsblasts, brochures, business cards, and other branding elements designed by Jetscram.

<http://www.mepbn.org>

Elevated Thought Productions

2010 | Branding / Joomla Website

ETP is a customized Joomla install with artist pages, blog, and social media networking capabilities. ETP has some fancy mootools integration and a clean site to take them through the ages. ETP had Logo and other branding elements designed by jetscram.

<http://elevatedthoughtpro.com>

Ensemble Resources (Denver, CO)

2010 | Identity / Bamboo Website

Megan from Ensemble contacted jetscram for Logo Design, Business Cards, and Web Design. Ensemble runs on the Bamboo Platform

<http://ensembleresources.com>

Downtown Survivor (San Diego, CA)

2009 | Logo / Web Design / Wordpress Blog Template

The downtown survivor, based out of downtown San Diego, was in dire need of a blog redesign. On location we took photos of surrounding elements. Jetscram created a logo, blog design, twitter design, and Cafepress clothing for DT Survivor.

<http://www.downtownsurvivor.com>

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Revolver Boutiques (San Diego)

2010 | Name Branding / Logo Design / Product Retailing / Store Design / Website / Marketing Techniques / Store Tags / Flyers
Revolver Boutiques is a second hand store that sells records, cds, dvds, and clothing. First store is open on Garnet Ave in Pacific Beach San Diego. The idea was to make shopping at a second hand shop more convenient. Less digging and easy pricing. Jetscram used a color coded pricing system to tag all the clothing and music. The color pallet is distinguishable to the brand and is used within the color coding system.

<http://www.revolverboutiques.com>

Kada Imports (Colorado)

2010 | Web Design / Magento Commerce Cart Software
Kada Imports brings you closer to the Himalayas with selected unique goods that not only support local economies, here and abroad, but also contribute to a green & healthy lifestyle.

<http://www.kadainports.com>

Born to Purple (Boston, MA)

2009 | Logo / Stationery / Web Design / Magento Commerce
Born to Purple is online Streetwear Retailer outside of Boston. From the logo to the final steps of magento, Jetscram collaborated with the three owners of BTP to complete all design aspects. The Mr. Purple element was hand rendered by Nick Carey. They run a Mangeto Commerce Store with Authorize.net as their Merchant and Wordpress powered Blog.

<http://www.borntopurple.com>

Traffic NYC (New York, NY)

2009 | Identity System / Signage / Website / Stationery
Traffic, a midtown Manhattan Bar, came to Jetscram for an identity system. Jetscram gave Traffic a look that is sexy and cool that is always moving.