

BRYAN RODRIGUES.ca

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WORK EXPERIENCE

Dynamo Media :

2013- PRESENT

PHP / FRONTEND DEVELOPER - DESIGNER

- Refactored code on load balancers, thus handling **millions** of users per day to specific landing pages ruled tiered to affiliate traffic, countries and merchant gateways.
- Migrated current code base to a newer **PHP** framework (CakePHP 2.*) modifying initial code allowing for a smooth and more productive infrastructure.
- Overhauled frontend landing pages allowing for **cross-browser functionality** as well as permitting all pages to co-exist in a flexible manner.
- Built customer's backend application in **AngularJS**.
- Designed registration flows to be modular and interchangeable so it would be easy to create variations or completely new registration flow. This setup also facilitated setting up **A/B Testing** different sign up flows.
- Created over 50 registration flows that **millions of potential customers** visit per day.
- Built sites that were **highly performant** with minified assets, sprite images and reduced network calls on page loads.
- Work attributed to significantly **boosting conversion** rates towards Dynamo's success.
- Designed and rewrote the whole **payment gateway** system to work with multiple gateways and run different rules to maximize successful credit card transactions.
- Integrated unit, integration and E2E **tests**. (Behat,PHPUnit)

Les Cours Mont Royal, Marketing division: SOLTRON REALTY

2011- 2013

PROGRAMER- DEVELOPER- DESIGNER

- Created and designed original responsive **Wordpress** templates in order to maximize efficiency throughout all media devices
- Designed and re-structured a medical site to appeal to a high end clientèle and service them in a more organized and functional manner. Incorporated **HTML5 video** to be accessible with a media devices.
- Developed and designed a **real estate interface** to systematically link brokers with available properties in Soltron Realty repertoire
- Developed a private **online file management system** in order to bridge customer content to the marketing department for use in advertising, promotional work as well as **Facebook**, Twitter and blogs
- Customized an open source newsletter engine which now actively sends more than 20 000 emails on a weekly basis, segregated efficiently for independent boutiques, clinics and spas
- Developed various **Facebook** tab apps for promotional contests which increased fan page likes