



Alan Guevara

Full Stack Developer, Product Designer, Growth Marketer
and Visual Storyteller of South Florida's Tech & Start-Up Community

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The Why

With close to 15 years of experience working creatively in design, marketing, and technology. My ideal experience would be to be part of a team where I can use all my life experiences, my knowledge, and my creative and technical talents in order build incredible experiences and products that can every day positively impact a wider community.

Highlights & Skills

- Taken various products through their full production and marketing cycles, ranging from an original tablet and pen-drive brand, custom soccer uniforms, and currently launching my own digital SaaS product.
- Extensive business, marketing, design, and development experience working to meet the user and business needs
- Excellent ability to communicate ideas across different cultures and people
- Currently in iOS 10 / Swift 3 and React-Redux / Firebase Course
- Creative, innovative & relentless problem solver
- Quick to pick up new skills & technologies
- Very flexible and adaptable to new environments & challenges
- Excell in team environments in all capacities
- Experience producing, writing, shooting, and editing original content highlighting Miami's Tech & Start-Up Culture
- Fully fluent in Spanish; verbal and written
- Comfortable managing all major social media platforms as administrator and advertising manager at a corporate level
- Experience creating corporate e-mail campaigns

Software Development

- HTML5, CSS3, Bootstrap, Materialize, Javascript, jQuery, SASS, React.js, FLUX, Webpack, Python, Django, RESTful API's, SQL, MongoDB, HTTP Architecture, AJAX, MVC, ORM, Migrations, Git
- Experience with React Native, Ruby, Java, C# , iOS/ Swift 3, Firebase, Redux, Docker, AWS
- UX/UI: Sketch, XD, Figma, InVision
- Lean & Agile Methodologies Experience
- CMS: WordPress, Magento, Joomla

Content Creation

- Adobe Premiere, Photoshop, Illustrator, After Effects, Apple Final Cut X, Avid Editing Systems
- Cinematographic Training

Digital Marketing

- Facebook/Instagram/Twitter/Snapchat Ad Campaigns
- MailChimp, Unbounce, SMTP2GO,
- Google Analytics, Adwords, Adsense

Experience

OpenField

Founder, UX/UI Designer, Lead Developer

2018–Present

- Currently leading team in developing app for managing sporting events.
- UX / UI Lead - Wireframed and prototyped all views
- Front-End Development (React) Lead, built all views
- Back-End Development (Python/Django)
- Currently also leading customer acquisition initiatives
- Business Model Lead
- Pitch Presenter

AlanThinks

Original Content Highlighting Miami's Tech Scene

August 2017–Present

- Produce videos featuring Miami's underground culture of start-ups, tech, and entrepreneurship.
- Storytelling with a creative twist and an energetic voice
- Attend and cover various weekly events, such as:
 - Start-up pitch competitions
 - Community meet-ups of various topics
 - Tech conferences and hackathons
- Interview community members including social entrepreneurs, start-up founders, politicians, and community leaders
- Quick-thinking ability to carry out witty unscripted interviews
- Created a memorable brand image and recognizable persona
- Quality over quantity created content with high engagement

Digital Content Designer & Strategist

Red Panda Digital Marketing

2016–Present

- Design and distribut e-mail marketing campaigns
- Provide graphic and web design services
- Full management and design of social media ad Campaigns
- Design custom snapchat filters for various organizations
- Created video animations for Instagram stories
- Screen-printing of original corporate t-shirt designs
- Provided corporate promotional items and apparel

Experience (Continued)

Social Media & Web Coordinator ASA College Miami

2014-2016

- UX/UI Design for updated Wordpress Site
- Led a small team that assisted with digital and design efforts
- Managed traditional and digital advertising campaigns directly generating thousands of meaningful leads to the admissions team
- Responsible for photography, copy, landing pages, and e-mails for advertising campaigns
- Tasked with generating responsive e-mail designs and managing the e-blast system
- Conceptualized and produced various interactive marketing activations for the admissions team to use at outreach events, making our booth more attractive to attendees
- In charge of all types of graphic design including bus and office wraps, social media content, trade show branding and material, and commemorative campaigns
- Created and grew original social media accounts
- Generated thousands of leads through Social Media Campaigns

Communications Director Casa Sobre La Roca, Non-Profit Organization

2013-2014

- Led the creative vision of the organization as a whole
- In charge of a small team that handled all communications through major and minor social media outlets
- Fully responsible for the pre-production, production, and post-production of weekly video segments which included interviews, animations, motion graphics, and video montages
- Developed marketing content through different mediums using design for web, video, and print
- Designed promotional materials such as video spots, business cards, posters, flyers, t-shirts, water bottles, as well as designing and supervising production of a full set of soccer uniforms
- Organization of weekly events, managing live productions as well as other multimedia presentations
- Event manager and mentor for the youth organization "EPIC"

Marketing & Product Design Red Panda Technologies Corp.

2011-2014

- Led the brand, product, and package development for the "Vollat" USB and Tablet products, which were internationally distributed
- Conceptualized and implemented the brand marketing,
- Headed the technical analysis of all products
- Full design development for two different tablet models, including loading animations, manual designs, and packaging design
- Headed a marketing and sales team in Colombia with our Latin America distribution partner which directly led to the products being distributed across several universities and technology fairs in Colombia
- Fully developed the Latin America distribution website with e-commerce capabilities
- Trained the Colombia team for online marketing, including social media advertisement

Product Manager Afin, Inc.

2007-2011

- In charge of research and testing of all consumer electronics and software, directly impacting all purchasing decisions
- Represented the company at largest technology fair in the world,
- Consumer Electronics Show in Las Vegas in order to keep up with market trends and develop business relationships
- Other responsibilities included business card design, website design, and other in-house IT support

Education

Motion Graphics / Film & TV Savannah College of Art & Design (SCAD) 2004-2007

Pursued Major: Motion Graphics / Film & TV
Credits Completed: 115 Credits
Related Coursework: Cinematography, Film/TV Production and Editing, Script Writing, Broadcast Design, Graphic/Web Design, 3D Modeling, Art History

Full Stack Web Development 4Geeks Academy 2018

16-week (300+ hours) project-based software development program teaching HTML5, CSS3, Javascript, SASS, React.js, FLUX, Webpack, Python, Django, RESTful API's, SQL, MongoDB, HTTP Architecture, AJAX, MVC, ORM, Migrations, Git

Other Interests

- Volunteering for community service activities about once a month
- Enjoy running and playing different sports such as soccer, tennis and basketball
- Reading autobiographies or some sci-fi fiction
- Chilling with my dog
- Enjoy different types of music; played trumpet in the past, and currently learning to play guitar
- Traveling and learning about new places and cultures
- Launching my soccer management company: OpenFieldApp.com
- Always learning something new