



INTERACTIVE  
DEVELOPER  
CREATOR

**JERRY/JJ BORJA**

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## PROFILE

Jerry "JJ" Borja has over 13 years experience in web, software and application development, along with an extensive knowledge in visual & technological applications. JJ has successfully owned 2 software & visual companies and has contracted for multiple clients throughout his career. Today, JJ serves as Chief Creative Officer for leading web development company in Hawaii and continues to creatively conceive new ideas and visual concepts that receive industry wide acclaim for the mastery of the tools used in creating the designs. JJ's experience in the creative industry, combined with his extensive programming knowledge and experience has allowed him to establish a professional, yet cutting edge approach to his work.

DESIGN/MULTIMEDIA	DEVELOPMENT	MANAGEMENT
<ul style="list-style-type: none"> <li>• Web Site Design</li> <li>• Application UI/UX</li> <li>• Touch Screen /Kiosk</li> <li>• Brand Development</li> <li>• Print (Magazine, Poster, Card)</li> <li>• Photography</li> <li>• Video Editing (Premier, Final Cut)</li> <li>• Audio Editing (Pro Tools, Logic)</li> </ul>	<ul style="list-style-type: none"> <li>• RIA Development w/ AIR</li> <li>• Application Development</li> <li>• Disaster Recovery</li> <li>• Contingency Planning</li> <li>• Custom Web Development</li> <li>• Open Source Development</li> <li>• Flex/Flash/AS Development</li> <li>• Database Architecture</li> </ul>	<ul style="list-style-type: none"> <li>• Creative/Art Direction</li> <li>• Project Management</li> <li>• Contract Negotiation and Management</li> <li>• Sales</li> <li>• IT Strategic &amp; Tactical Planning</li> <li>• Network Development</li> <li>• Budgeting &amp; Costing</li> </ul>

## EXPERIENCE

### CHIEF CREATIVE OFFICER, DIGITAL MEDIUMS, HONOLULU, HAWAII 2008 - PRESENT

Manage and coordinate web and interactive applications from sales lead to completion. Working closely with customers to create the visual experience and technical design, managing the projects through completion. Motivate, direct, inspire and lead the design, production and development teams, along with coordination of freelance designer, developers, along with outsourced resources from Asia, India and Eastern Europe. Manage all strategic, operational, financial, staff, administrative and planning for all projects.

### Core Achievements:

- Established a working process implementing an online project management tool with an agile approach.
- Successfully managed projects totaling \$1 million dollars.
- Established successful working relationships with multiple vendors, customers and employees.

**SENIOR FLASH DEVELOPER/LEAD DESIGNER, UBOOST.COM, HONOLULU, HAWAII 2007-2008**

Successfully developed the action script necessary for an online website and gaming solutions, working with a team of 6 Ruby on Rails developers as the back end for the Flash based solution. Successfully branded the organization with innovative business card & stationaries using clear plastic cards. Managed a design and interactive team of 4 designers, while streamlining an Agile process for workflow.

**Core Achievements:**

- Completed a Flash on Rails online gaming and virtual environment solution.
- Successfully established company brand.

**COO/ASSOCIATE PASTOR, KINGDOM LIVING CHURCH, HONOLULU, HAWAII 2004-2007**

Successfully established the business aspect of the church, while developing web based online solution for managing the church offerings, events and members. Successfully developed a custom CMS (Content Management System, along with the setup and engineering of the churches audio, video and DVD production.

**Core Achievements:**

- Successfully established a process for the audio, video, DVD production.
- Successfully established and managed the business model aspect of ministry.
- Successfully created a custom CMS and online church management solution.

**SENIOR WEB DEVELOPER/LEAD DESIGNER, PCLENDER.COM, INC, HONOLULU, HAWAII 2001-2004**

Promoted to senior developer of actionscript, php and MySQL development. Developed a custom Content Management System (CMS) tool, with the ability to create a 50 page template website, with the implementation of a tool for creation of such site in 30 seconds. Redesigned the user experience for the company's flagship software application and created multiple flash based sales tools, DVD cards and printed collateral.

**Core Achievements:**

- Established & develop a proprietary and bug-free Content Management System (CMS) for mortgage customer base.
- Successfully re-design the user experience for the loan application software.
- Creation of multiple flash based sales presentations and web marketing campaigns.

**OWNER/PRESIDENT, EXPANXION.COM, LLC, HONOLULU, HAWAII 1999-2001**

Entrepreneurial establishment that provided customers with out of the box solutions to handle their server, network, brand and web site needs. Created multiple custom solutions, implementing Microsoft Windows Server, Cisco Systems, VPN tunnels, Citrix, along with custom PHP/MySQL development.

**Core Achievements:**

- Designed and implemented small businesses up to 50 desktops, with 25 virtual remote desktops.
- Designed, developed and implemented over 30 company web sites, primarily with Flash on a LAMP stack.
- Established successful working relationships with multiple vendors, customers and employees.

**SOFTWARE ENGINEER, WALFRIDO STUDIOS, HONOLULU, HAWAII 1996-1999**

Created a proprietary system to manage and maintain artist's proof and original artwork, along with day to day management of the company.

**Core Achievements:**

- Developed proprietary system, currently still in use.

**EDUCATION**

IMI, Honolulu, Hawaii - B.Ph., 2002

**SKILLS**

**LANGUAGES:** Javascript, XML, XSLT, RSS, AJAX, XHTML, HTML, DHTML, Ruby, Rails, Actionscript (1.0/2.0/3.0), PHP, ASP, ColdFusion, CSS , CGI, Pearl, C/C++, OOP, Model-View-Controller (MVC), JAVA (minimal), VBA via Access, SHELL SCRIPTING, Papervision3D 2.0, FUSE.

**SERVER:** Apache, IIS, Tomcat, Microsoft Windows Server 2000/2003 + SBS, IIS, Unix (most variations), Mac OSX (all versions), OSX Server, Windows (All Versions > 3), CVS, cPanel, Plesk, Citrix , VPN, VNC, LAMP Stack, MAMP Stack.

**DB:** MySQL , MSSQL, DB2, DBase, Access, Paradox, ODBC.

**FRAMEWORKS:** Zend, Zend AMF, CakePHP, Joomla!, Drupal, Sugar, script.aculo.us, mootools, YUI, AMFPHP.

**NETWORKING:** McAfee/Norton Virus, Cisco Network Management, HTTP, TCP/IP, IPC, PPTP, IPSEC, Astaro, Watchguard, iT Solutions.

**APPLICATIONS:** Final Cut Studio, Adobe Premier, Logic Pro, Sound Booth, CSSEdit, TextMate, Eclipse, NetBeans, VNC, Illustrator, InDesign, Photoshop, After Effects, Contribute, Version Cue, Acrobat Pro, Flash (> v.4), Flex (>2), Dreamweaver, MS Office, AppleWorks, Apple i\*, 3DS Max, Maya, Swift 3D.

**EXPERIENCE:** 9 years of industry experience in full life cycle of software and web application development, 9 years experience with flash and flash related technologies, 9 years experience in video post production, 5 years audio engineering experience, 5 years senior management and 4 years sales experience. Quick learner, problem solver, hard worker, along with excellent team working spirit and communication skills.

**REFERRALS**

**Jackie Asing**, President CEO, Infinity Mortgage Company - 808.478.1186

**Neil Garnichaud**, COO, Digital Mediums, - 808.457.6454

**Lionel Urban**, President/CEO, PCLender.com - 877.536.6886

**Matt Mee-Lee**, President/CEO, TechMonde - 808.223.7763