



**MAURICIO VELASCO REY**  
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## Summary of Qualifications

- In-depth knowledge of operating Windows (XP, 7, 8 10). Microsoft Office. MacOS. Linux OS
- Solid understanding of HTML, CSS, JavaScript, PHP and .NET MVC Framework- including cross-browser compatibility
- Expertise in User Interface/User Experience design for mobile and web, layout and typography
- Knowledge of industry best practices in web graphic design and usability including SEO techniques and Google Analytics
- Capability to Design creative concept email templates optimizing individual graphics to build successful campaigns
- Ability to build and execute Social Media strategy through competitive audience research
- Proficient in design and photography software- Adobe Creative Suite- Photoshop, Illustrator, InDesign
- Effective, efficient and detail oriented
- Ability to find practical solutions to problems, meeting deadlines and working within a budget
- Excellent communication skills- verbal and written
- Bilingual -Fluent in English and Spanish

## Experience

### Freelance Web Designer/Developer

January 2016-Present

Responsibility for overall web project management from designing to execution and maintenance

- Consulted with client to outline website goals, illustrate wire-frame, and site functionality applying SEO
- Developed a user-friendly architecture by programming site using JavaScript, Query, CSS3, PHP and HTML5 codes to ensuring cross-platform compatibility

### Academic Tutor

September 2016-Present

Northeast Wisconsin Technical College, Green Bay

- Assisting students with Web Computer Programming Languages (HTML5, CSS3, JavaScript, PHP) and Web Content Management Systems

### Web Graphic Designer Specialist and Web Developer

September 2016-May 2017

Alice in Dairyland Brown County, Green Bay

- Design and develop new website graphics, web interfaces, and layouts using Web Campaign Management Systems, and applying Web Marketing campaigns to enhance the website's audience
- User Experience Design, enhancing customer satisfaction and loyalty by improving the usability, ease of use, and website behavior

### GIS Public Safety Application and Training Course Developer

April 2015-September 2015

The National Alliance for Public Safety GIS Foundation, Washington D.C.

- Crime database design and development using FBI-Uniform Crime Reporting for Broward County, FL
- Web Map and Web Application development, mapping crime data and designing map layout and symbols
- Create GIS law enforcement tutorials for crime-fighting using ArcGIS Online.

### Research-Data Analysis and Cartographic Assistant

September 2012-May 2014

University of León, Spain

- Spatial Analysis of northern areas of Spain to determine the best location to site new companies applying Google Analytics
- Use of powerful modeling techniques to make predictions and better understanding of current business models
- Mapping parcels for the correct location of new companies in the industrial areas

## Education

### Northeast Wisconsin Technical College, Green Bay, WI

Graduated May 2017

*Associate Degree: Web Development & Design Associate Degree. GPA: 4.0*

*Phi Theta Kappa Honor Society*

*NWTC Outstanding Web Development Student of the Year Award 2016-2017*

### University of Wisconsin Stevens Point, WI

Graduated May 2015

*GIS Professional Certificate Programs: GIS, Cartography, Emergency Management*

### University of León, Spain

Graduated May 2013

*Master of Arts Degree in Geography*

### University of León, Spain

Graduated May 2012

*Bachelor of Arts Degree: Major in Geography-Cartography*

### University of Wisconsin-Green Bay, WI

September 2011-May 2012

*International Exchange Program*