

Aydin Baltaci – Sr. Front-End Web Developer – Project Leader  
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### Summary

- CSS, HTML, XHTML, XML, Javascript expertise for Internet platform
- 8+ years of solid web programming / development experience
- Works closely with art directors, designers, back-end developers, QA team and other team members to achieve North America's largest direct to consumer e-commerce online business objectives
- Develops web pages and templates with a strong focus on detail, quality, and maintaining design consistency
- Performs maintenance and content publishing tasks through various CMS and web-based publishing tools
- PHP5, MySQL, JSP, JSTL for front page development
- Skilled in problem solving and out-of-the-box solutions

### Skills

#### Computer Technologies & Languages

HTML | XHTML | CSS | JavaScript | Actionscript | OOP | WAMP | JSP | PHP | MySQL.

Familiarity with many other web technologies – AJAX | Avenue | C | C++ | VBA, ASP, SQL Server, IIS etc.

#### Software

Dreamweaver with Interakt Extensions for PHP authoring | Flash | Photoshop | Illustrator | Fireworks | ImageReady | AutoCAD | ArcView | MicroStation | Microsoft Visio | Microsoft Project | Microsoft Office (Word, Excel, Access, Powerpoint, Outlook) | SAS | SPSS

**SAMPLE URLS:** [www.ColumbiaHouse.com](http://www.ColumbiaHouse.com), [www.BOMC2.com](http://www.BOMC2.com), + 20 e-commerce book club sites for Direct Brands Inc. that will be online early 2009, [www.myziva.com](http://www.myziva.com), [www.bpssearchsupport.com](http://www.bpssearchsupport.com) , [www.CallVIPTravel](http://www.CallVIPTravel) , [www.RadioTahrir.org](http://www.RadioTahrir.org)

### Employment

#### Sr. Developer, Front- End Project Leader

*Direct Brands Inc., - New York, NY*

*April 2007 – Present*

Responsible for the development of the web site CSS and templates of a variety of 20+ book-club websites including *Book of the Month Club*, *Doubleday Book Club*, and *BOMC2* as well as the *Columbia House DVD* site for the leading marketer of books, music, and DVDs via direct mail and e-commerce in the U.S.. Lead team of front-end developers, and communicate with back-end developers, UI, business, and design managers and teams to achieve the project goals for the front-end development. Communicate with QA and UAT teams to achieve the timely solutions to raised tickets, communicate and collaborate with key project stakeholders. Develop and implement best practice front-end technology strategies.

#### Consultant

*ACCESS, - New York, NY*

*September 2006 – April 2007*

Consulted Bookspan in development of the front end pages for UNIWEB project that includes BOMC2.com. Worked with designers, UI team, business, and back end developers to implement flexible CSS modules to accommodate marketers' needs.

#### Owner, Consultant

*Baltaci.com - New York, NY*

*September 2000 - Present*

Web programming and design, Database design, application design, site architecture design, CSS, Javascript, and PHP-MySQL programming. Responsible for ongoing updates and design of print products of various organizations, companies.

#### Web Developer, Art Director / VP of Operations

*Gourad Media Group - Norwalk, CT*

*July 2004 - May 2006*

Designed company web and magazine products, GUI, online surveys, and information architecture. Extensive Flash development for client's marketing and training purposes. Normalized database tables. Cleaned up and

re-wrote front end HTML for Health Management CMS sites. Designed logos and all other graphic work. Converted sites from table based design to CSS based table-free designs. Wrote promotional copy and technical documentation. Took project management responsibility for application development especially during the critical times. Full filled office administration responsibilities.

#### Contract Employee

*Sanborn Map Company - Pelham, NY*

*February 2003 - September 2003*

Development of digital database of buildings for major cities throughout USA. Designed 3D digital database model of buildings for New York City.

#### Project Manager

*Internet Mapping - Istanbul, TURKEY*

*October 2000 - March 2001*

Designed product definition and business plans as well as managed technology development for this Istanbul based start-up company for Internet based mapping products.

#### GIS Project Manager

*Sanborn Map Company - Pelham, NY*

*March 1999 - November 2000*

Prepared GIS technical proposals, modeled GIS database, managed communication between the client and company, and company and subcontractors in overseas, managed product quality control and delivery, prepared monthly invoices and prepared reports of job performances for upper management, kept tract of documentation, trained mapping technicians and sales staff. Developed creative project management strategies to eliminate backlogs. Traveled to client locations to resolve technical bottlenecks with clients in fast-paced product environment.

#### **Education**

Master of Arts, Geography Department

Hunter College, New York, NY

Graduation: December 1998

Bachelor of Science, Geodesics and Photogrammetric Engineering

Yildiz Technical University, Istanbul, TURKEY

Graduation: June 1987

#### **Awards**

Shuster Award—Most Outstanding Master Thesis

Hunter College, 1998, New York

Geographic Awareness Poster Award

First Place, 1997, New York

Time Magazine News Map Award

Second Place, 1994, New York

#### **Certification**

Advanced Flash

Noble Desktop, New York

#### **Volunteer Experience**

Radio Tahrir - WBAI 99.5FM, New York 2006 – Present, Radio production and journalism

Manhattan Academy of Technology—Middle School, New York 2005-2006

Assisted students for the LEGO Robotics Design Competition, website construction and CSS techniques as well as digital documentation of these events.

Public School 40, New York 2003-2004, Library classification and book database creation in Macintosh system.