

## ALLA STAROSELETSKAYA

952-546-5107  
allastar@comcast.net

807 Fairfield Circle  
Minnetonka MN 55305

www.allastar.net  
www.allastar.net/resume

### KEY ROLES: SOFTWARE DEVELOPER / ANALYST / TECHNICAL CONSULTANT

#### SUMMARY TECHNICAL SKILLS

UNIX, Win XP/XP Pro/Vista,  
DEC ALPHA, VMS(VAX), COBOL & JCL  
HTML/DHML, CSS, XML & XSL/T, JavaScript/VBscript,  
PERL, PERLSRIPTPAGES, ASP 3.0, ASP.NET, C#, MS Visual Studio 2003/2005/2008, Visual  
SourceSafe, ORACLE, MS SQL Server 2000/2005, Access, ODBC/OraPerl/ADO/ADO.NET, SQL,  
IBM Rational ClearCase, EDI (X12 standards), Web Engineering (IE/Firefox/Opera/Safari, IIS,  
Search Engine Optimization, w3 standards, section 508, Online Reputation management),  
Design documentation (Visio-diagrams, MS Word), Sharepoint 2007, Teamsite Interwoven Inc.,  
Noosh Inc., Responsys, Dreamweaver Adobe GS4.

#### PROFESSIONAL EXPERIENCE

**Technical Consultant**  
August 2010 - Present

Thomson Reuters, Inc.  
Eagan, MN [www.thomsonreuters.com](http://www.thomsonreuters.com)

**CSS, HTML, ASP.NET, Teamsite** (content management system, used to create complex intranet and Internet websites for enterprises), **Noosh** (software-as-a-service for buying and managing print, direct mail, point-of-sale (POS), branded promotions and related marketing spend), **Responsys**(On-Demand Marketing), Adobe Dreamweaver GS4, Adobe Photoshop

- Partnered effectively with business unit and functional clients to deliver robust solutions for web content publishing and management;
- Designed, implemented, developed and tested websites, based on internally/externally defined user interfaces and information architectures using the enterprise WCMS; tested the development of code for appropriate links, broken links, etc. as part of the implementation process; constructed integrated template systems within the WCMS for specific use cases;
- Managed routine and ad hoc publishing cycles for all sites; proactively self-managed time and tasks (define, create and complete technical tasks with minimal guidance); maintained high, sustained levels of productivity under tight deadlines; followed online marketing industry best practices.

Samples: <http://west.thomson.com/promotions/600361C42004.aspx>  
<http://west.thomson.com/promotions/363419.aspx>  
<http://west.thomson.com/promotions/623138K88893.aspx>

**Software Developer/Technical Coordinator(Contract)**  
2009-May 2010

UDSUS, LLC  
Plymouth, MN [www.udsus.com](http://www.udsus.com)

#### **ASP.NET, HTML, Javascript, CSS, SEO, Google Analytics**

- Reengineered e-commerce website [www.udsus.com](http://www.udsus.com); converted aspx-pages into html-pages; supervised front-end user interface design;
- Developed, implemented and managed Search Engine Optimization (SEO) to support all online marketing initiatives, which includes keyword analysis, linking strategies, reviews of meta tags and meta descriptions, and content recommendations. Suggested additional content optimization strategies in areas such as blogs, images, and videos. Monitored site performance making recommendations for improvement as necessary

**Systems Analyst**

2009

United Health Group

Golden Valley, MN [www.uhc.com](http://www.uhc.com)

- Consulted with end-users and products/operations groups to evaluate business requirements, identified operating procedures, prepared analysis documents from which enhancements will be made and break-fixes addressed.
- Did troubleshooting various applications and data issues. Worked closely with quality assurance analysts, application developers and project managers to provide support. Anticipated customer needs and proactively developed solutions to meet them.
- Performed complex conceptual analyses, forecasted and planned resource requirements. Delivered accurate documentation, and sustained application stability and function. Motivated and inspired other team members.

**Independent Technical Consultant (Contract)**

(International Lawson Learning Department)

2008

Lawson Software Inc.

Saint Paul, MN [www.lawson.com](http://www.lawson.com)**ASP 3.0, Javascript/VBscript, Win2000, Access, HTML, CSS, ADO, SQL, IIS, IE 6.0.**

- Designed integrated technical solutions for in-house developed software such as On-line Consultants Development Program. Contributed a constructive feedback to a team suggesting new functionality to improve business application usability and maintain optimum performance.
- Consulted with internal and external business partners to develop cost effective technical solutions for business requirements

**Software Developer Siemens Inc.**

(Web UI International Team) (Contract)

2007 - Apr 2008

Siemens Inc.

Minnetonka, MN [www.siemens.com](http://www.siemens.com)**Win XP, HTML/DHML, CSS, XML, ASP.NET 1.0/1.1, C#, MS Visual Studio 2003/2005, ADO.NET, Oracle (PL/SQL), IE 6.0, Firefox, UNIX, IBM Rational ClearCase**

- Collaborated with developers, analysts, project managers and end users to develop enhancements and resolved problems for the existing applications; developed and implemented solutions for web components to provided specifications and conducted detailed walk-thrus to ensure compliance and completeness. Performed on-going review of deployed business applications to ensure their operational effectiveness; worked cooperatively and supportively within a programming team environment
- Evaluated alternative solutions and suggested procedures for preventing future occurrences of identified problems; mended complex issues and coordinated system enhancements. Gained an experience with user interface design, web usability principles, and XML-driven user interface.
- Demonstrated ability to learn and work in a large and complex software environment; successfully managed multiple, and often unrelated aspects of the projects; supported unit testing of the code and performed integration level testing with other features and products in the system ensured project deliverables meet customer expectation; consulted with customers to keep them informed of the problems that arise within business process.

**Developer / Business Analyst**

2006 – Mar 2007

Emergingsoft Inc.

Bloomington, MN [www.emergingsoft.com](http://www.emergingsoft.com)**Win XP, HTML/DHML, CSS, XML, ASP.NET 1.0/1.1, C#, MS Visual Studio 2003, ADO.NET, MS SQL Server 2000, IE 6.0, Firefox, Visual Source Safe, SEO (search engine optimization)**

- Managed technical strategies for Web-based component of an enterprise-class scheduling software; provided and implemented a long-term code optimization eliminating third-party software components, simplifying application architecture using cross-browser compatibility; reduced application code by 30%.
- Evaluated and tested existing site content, layout, server infrastructure; provided optimization of navigation, load times, graphics, and W3C cross-platform and browser compliance. Developed Keyword Strategy for the targeted markets, provided link popularity research, title and Meta Tag guidelines; reached extremely successful placement results in all major engines. Created competition analysis reports.
- Worked with QA team to develop test plans, provided daily analytical support for major company product and its enhancements, was responsible for preparing functional and technical specification documents and producing flowcharts.
- Evaluated and presented information in a manner that will facilitate and influence understanding of the managers; provided preliminary analysis of potential clients and proactive attitude towards tackling

issues and immediate production support.

**Technical Coordinator (Contract)**  
2004 - 2006

DSP Control Group Inc.  
Minneapolis, MN [www.dspcg.com](http://www.dspcg.com)

**ASP 3.0, Javascript/VBscript, Win2000, Access, HTML, CSS, ADO, SQL, TCP/IP, IIS, IE 6.0, SEO (search engine optimization)**

- Led staff of three developers and system administrator to redesign and implement new features for existing web site bringing elements of SEO; improved and reengineered Web based FAQ-system using flexible Javascript functionality; wrote a proposal plan for future enhancements.
- Performed preventive maintenance, emergency clean-up and revision of computer system. Wrote functional specification documents, revised all internal procedures, implemented anti-spyware tools. Functioned as part-time system administrator creating a new infrastructure and coding standards. Trained existing staff to support the new systems and technologies.

**Developer / Business Analyst (Contract)**  
2002 - 2003

Trancentral Inc.  
Burnsville, MN [www.trancentral.com](http://www.trancentral.com)

**Win XP, Perl, HTML/DHML, CSS, ASP.NET 1.0/1.1, C#, ADO.NET, Access, IE 6.0, SEO (search engine optimization)**

- Developed a database-driven web site ([www.247brokercredit.com](http://www.247brokercredit.com)), tested architecture performance; improved Server Side performance converting PERL/Jscript scripts into C#/ASP.NET
- Responsible for re-design of previous faulty company website architecture (Jscript/XML/Access), executed the implementation of new solution with minimal impact for the business; kept responsibility for Search Engine Optimization Management for [www.trancentral.com](http://www.trancentral.com), [www.247fuelcard.com](http://www.247fuelcard.com), [www.247brokercredit.com](http://www.247brokercredit.com) (HTML Coding Guidelines, Keyword Research including density, relevance, and weight, Meta Tag Guidelines, manual submissions and research on-line optimization tools). Achieved top rankings through major search engines.
- Performed troubleshooting of an existing code; worked with project managers providing guidance and available information; documented business requirements and process improvements.

**Senior Software Developer**  
2000 - 2001

United Defense LP, Inc.  
Minneapolis, MN [www.udlp.com](http://www.udlp.com)

**Win 95/2000, HTML/DHML, CSS, PERL/Perscriptpages, Java-applets, Apache**

- Served as a technical leader for Logistics department, was responsible for development and implementation of Web-based application for an existing product. Demonstrated an ability to provide leadership within cross-functional teams and personal responsibility for project delivery.
- Provided evaluation and analysis for the next version, which shows business intelligence, sophisticated capability and maturity of the product. Provided analysis of concrete transition from SGML to XML-based data presentation and defining attributes in design elements reducing cost of writing effort by 30% using XMLSPY and Epic (Arbotext).
- Completed research proposal. Planned the sequence of actions necessary to accomplish the research, provided sample of data conversion (Interleaf->XML, QuickSilver Inc), evaluation of XML-technology, data analysis of the interrelationships, self-controlled XML-schema, XSLT library and initial estimations. Knowledge of IETM structure and MIL-M-38784C DTD.

**Software Developer**  
1999

Compendium Inc.  
Bloomington, MN [www.compendiumcorp.com](http://www.compendiumcorp.com)

**ASP 3.0, Javascript/VBscript, Win2000, MS SQL Server, HTML, CSS, ADO, SQL, TCP/IP, IIS, IE 6.0.**

- Developed, planned and implemented an innovative ASP-project for Human Resources, held responsibility for other smaller projects simultaneously.
- Created store procedures, implemented Data Validation, architectural reusable JAVA-tree applet, On-line Reporting tool, Search Engine component, maintained and supported mission-critical applications for existing clients. Developed data flow model to portray current and future application state.

**EDI analyst / Web Developer**  
1998

HealthPartners, Inc.,  
Minneapolis, MN [www.HealthPartners.com](http://www.HealthPartners.com)

**UNIX, PERL, EDI, HTML, IE, ORAPERL, X12 standards, Visio**

- Experienced in requirement management, application testing, development and integration, reengineering and optimization of Client-Server applications. Understanding of application architecture, both on a local level and systems-wide.
- Coded and maintained CGI scripts for Intranet system such as Eligibility Verification Part (VAX/VMS), Web Emerging Tool such as Built-in Pager, Web-based reports, developed programming specifications and enhancements. Evaluated some new software products and tools for projects.
- Used database techniques to design and implement methods for extracting, summarizing, and integrating medical data from variety of sources. Ability to effectively and efficiently communicate with internal and external contacts.
- Provided support to internal EDI transaction system, resolved technical & business problems. Knowledge of ANSI X12 formats. Familiar with “human factors” guidelines, ability to interact with business users and/or technical staff.

## **EDUCATION**

### **UNIVERSITY OF MINNESOTA,**

Minneapolis, MN [www.umn.edu](http://www.umn.edu)  
Statistical Analysis, Theory of Statistics, Internet Security, 2004

### **BROWN INSTITUTE,**

Minneapolis, MN [www.browncollege.edu](http://www.browncollege.edu)  
Certificate of Computer Programming, 1994

### **UNIVERSITY OF KIEV, Ukraine**

Bachelor of Science (US standards) [www.wes.org](http://www.wes.org)  
Majors: Mathematics and Physics Minor: Computer Science, 1988

### **Classes**

XML processing using Omnimark, 2001 [www.omnimark.com](http://www.omnimark.com)  
Enterprise JAVA Developer U of MN, 2000 [www.cce.umn.edu](http://www.cce.umn.edu)  
Web Development with MS Visual Interdev, 1999 [www.mindsharp.com](http://www.mindsharp.com)  
Introduction to PERL, 1997 [www.arg.com](http://www.arg.com)