

RESUME

NAME: **Rogério Alan Cruz**

Founder – CEO at Tora Tora® Business

(Tora Tora o Futuro do Supermercado Ltda.)

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OBJECTIVE: Software Engineering/Developer position in some company in California (or other state) developing cutting edge technologies.

SUMMARY: (SPECIALTIES)

- C/C++;
- .Net;
- C#;
- PHP;
- Silverlight/XAML;
- Java Script;
- jQuery;
- MySQL;
- SQL;
- CSS;
- Ajax;
- HTML5;
- Windows 8 Metro Style Apps;
- WinJS;
- Pipe Email to PHP Script;
- SMS/MMS/Social Network/Email Integration;
- Mime E-mail Processing;
- Peer-to-Peer Video/Audio Live Streaming (FLEX/FLASH);
- Java;
- Java Mobile(J2ME);
- WPF;
- WCF (developed instant messaging app);
- UML;
- Delphi;
- Social Network Developer;
- Design Patterns;
- OOP(Object Oriented Programming);
- EOP(Event Oriented Programming);

- Database design, communication, processing and manipulation with the database;
- Real Time Data and Video Image Processing;
- Retail market;

I learn fast, develop fast, in any kind of environment even under pressure. Strong ability solving complex problems in short time available with the tools available.

Strong creativity skills.

Self-Taught.

Very good American English. Strong acknowledge (and admiration) of American culture which made me decide to leave Brazil to live in America.

SHORT BIO:

Developer of the Evolua System® and all other Tora Tora's technologies. Founder of Tora Tora Business ex-student of Computer Engineering at Federal University of San Carlos-UFSCar-SP-Brazil, which is one of the most respected universities in Brazil.

Left the graduation to found the new tech company (startup) called Tora Tora in 2008, due to the new technologies that he developed.

Also founder of the MyFinalClubs.com Social Network that included a partnership* with the American .977 Music (CLUB 977, Inc) one of the most famous online music broadcaster in the world. see more:

www.myfinalclubs.com | .977music.com

Developer of the Social Network and Online Tutoring website Tutorbeans.com where you can make Video and Audio Calls with a Live Whiteboard®.

See more: www.tutorbeans.com

Experience in a big government company called **EMBRAPA** while in college as a Software Developer.

Very strong skill developing in .NET over 6 years (even developed a Tablet PC and its embedded system [OS as a layer over .Net] entirely in .NET

www.toratora.com.br/aquarius)

He also developed the software “SACAM”-

http://www.cnpdia.embrapa.br/publicacoes/download.php?file=CiT30_2005.pdf

(check my name on it) - a project funded by FINEP (<http://www.finep.gov.br/>) in a call for free software, as a developer of Embrapa Instrumentation Farm (CNPdia San Carlos-SP) and Embrapa Genetic Resources and Biotechnology (CENARGEN Brasilia-DF) - <http://www.embrapa.br/english> -,public submission MCT/FINEP/CT- INFO-01/2003.

Already showing strong skills and passion developing “Metro Style” Apps for Windows 8 using HTML5 and Javascript.

See more: <http://youtu.be/RDQBHqDbbhM>

Experience doing business, and good personal contacts [owners and directors], with big manufacturers and suppliers in different industries from China and Hong Kong such as TECH Mold Co. Ltd, Visual Touch, Mold Town, Great Dragon Group International (HK) Limited (www.hkjulong.com) etc.

**the partnership was to allow myfinalclubs.com to use their radio as standard source for the website's streaming player and use their logo to indicate the source.*

PRODUCTION TECHNIQUE:

Software without registering the patent at **Embrapa**:

1. JORGE, Lucio Andre de Castro; CRUZ, Rogerio Alan; MORAES, M.C.B.; LAUMANN, Raul; PALHARES, Luis; MILARE, B.N.; BORGES, Miguel. Software of Analysis of Insect Behavior. 2005.

Scientific articles:

1. LAUMAN, R.A.; MORAES, M.C.B.; JORGE, L.A.C.; **CRUZ, R.A.**; PALAHRES, L.A.; CAETANO, L.D.; BORGES, M. Software of Analysis of Insect Behavior in Movement oriented to Chemical Ecology Studies. In: BRAZILIAN MEETING OF CHEMICAL ECOLOGY, 4. Piracicaba, SP. 2005. Schedule and abstracts' book..... pg. 155.
2. JORGE, L.A.C.; **CRUZ, R.A.**; MORAES, M.C.B.; PALHARES, Luis; BORGES, M. Software of Analysis of Insect Behavior in Movement. In: BRAZILIAN CONGRESS OF AGRO-BUSINESS, 5; BRAZILIAN SYMPOSIUM OF INFORMATIO TECHNOLOGY IN AGRO-BUSINESS COOPERATIVES – AGRO-BUSINESS, TECHNOLOGY AND INNOVATION – SBI-AGRO 2005. Londrina, PR. September 2005. Annals..... CD-ROM. Organization: State University of Londrina, Agro Institute of Paraná, Pontificia Catholic University of Paraná. Londrina: SBI-Agro. 2005. N.pg. 6f.
3. Embrapa 2005. Lúcio André de Castro, Raúl Laumann, Miguel Borges, Maria Carolina Blassioli Moraes, **Rogério Alan Cruz**, Bruna Naiara Milare, Luis Palhares. Circular Técnica “Software of Analysis of Insect Behavior”

He had several scientific papers published while he was part of the body of scientific research and technological development of EMBRAPA.

Coursed “**Guide to Credit**” in a program of **SEBRAE Brazil-entrepreneur**.
<http://www.sebrae.com.br/customizado/sebrae/institucional/sebrae-in-english>

EDUCATION: ex-student of **Computer Engineering at Federal University of San Carlos-UFSCar-SP-Brazil**, which is one of the most respected universities in Brazil. Left the graduation to found the new tech company called Tora Tora in 2008, due to the new technologies that he developed while in college.

A Self-Taught ever since.

UFSCar:

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EXPERIENCE: (Software and Hardware)

CEO and Director of Technology at Tora Tora Business (*Tora Tora o Futuro do Supermercado Ltda.*) – SÃO PAULO – BRAZIL (*Alphaville - Barueri*) <http://toratora.com.br>
From February/2008 to Today

- Projects/Work/Services as CEO and Developer with Tora Tora:

Client: Ramerika, Inc

5240 Silvey Drive
Norfolk, VA 23502

Developed a Wordpress Plugin called Pressinar®. <http://www.pressinar.com/>

Used: PHP, Javascript, JQuery, Wordpress API, SQL, MySQL, HTML, AJAX, Flash(Video Player controls)

Tutorbeans.com Online Tutoring System and Social Network

<http://www.tutorbeans.com>

Developer and Designer

Used:

-PHP;

-Javascript;

-Jquery;

-HTML5;

-Peer-to-Peer Video/Audio Live Streaming (FLEX/FLASH);

-CSS;

-AJAX;

-MySQL;

-Touch Screen Events;

metroBook® App for Windows 8 [Metro Style App]

Video: <http://youtu.be/RDQBHqDbbhM>

Check-out the first tests screenshots:

<http://goo.gl/tO7ee>

<http://goo.gl/Bj6UG>

<http://goo.gl/lcWzA>

<http://goo.gl/q13IH>

<http://goo.gl/gAfGw>

<http://goo.gl/vJWLG>

<http://goo.gl/Gyy9P>

<http://goo.gl/8kySg>

more:

<http://socialiteapp.blob.core.windows.net/11-26-2011/ab9c7d2c-cee7-3d2a-4842-776f4fdd9e0e.jpg?ref=nf>

<http://socialiteapp.blob.core.windows.net/11-26-2011/477b8386-3c29-3713-214e-4e88932cb451.jpg?ref=nf>

<http://socialiteapp.blob.core.windows.net/11-26-2011/ec754fa7-a7da-dfcb-45ef-2e728d220017.jpg?ref=nf>

<http://socialiteapp.blob.core.windows.net/11-26-2011/7c82e1c8-c199-a834-f70a-779d5aac7139.jpg?ref=nf>

Developed using only: HTML5, CSS, Javascript, JQuery, AJAX+PHP as back end front end to send sms/email with the text written (the app recognizes the text written and return as string to be used as content for the sms/email).

***aQuarius Tablet PC (2009):**

From June/2009 to Today (always changing something)

<http://toratora.com.br/aquarius-br.html>

<http://toratora.com.br/aquarius> | English version for IndieGoGo

www.youtube.com/aquariustoratora

Second version:

http://www.youtube.com/watch?v=FsNbOgBs_2E

<http://www.youtube.com/watch?v=0cWy0gs4IXs>

http://www.youtube.com/watch?v=qGIcsdN04_0

- Developer, Designer and Director of Project.

Everything (simulated OS and every single app) developed in C#/.NET

***Tora Tora Self-Service Kiosks for Retailers:**

From February/2008 to 2010

<http://toratora.com.br/terminal.html>

<http://www.youtube.com/user/parceirosnegociacao#p/u/17/d2zYisV0XCc>

<http://www.youtube.com/user/torabusiness>

- Developer, Designer and Director of Project.

Developed entirely in C#/.NET, also C/C++ working together.

***Note:** *I didn't get into details of what was used in those softwares/hardwares because they are very large (over 80 thousand lines of code total) and very complex. So all kinds of codes were used, webservers, sockets, Database, back-end front-end, xml manipulation, security systems (hardware), encryption, cookies, some sort of OS/hardware hacking and so forth.*

Not just c# with .Net but everything needed was used.

MyFinalClubs Social Network:

A social network developed in Silverlight and also a HTML version (cross platform).

Features: Social network where you can listen to radios, create/submit chat rooms, etc.

It uses:

- MySQL data base;
- C#;
- XAML;
- PHP;
- Pipe E-mail to PHP Script;
- Mime E-mail Processing;
- SMS/MMS Integration (mobile access);
- SQL;
- Java Script;
- HTML5;
- Ajax;
- jQuery;
- Dynamic Ajax content;
- LINQ;
- XML;
- IS (Isolated Storage) A.K.A. “Cookies on Steroids”;
- Data Encryption. No passwords are stored or even passed through connection. Only encrypted data.

<http://myfinalclubs.com> Silverlight version

<http://myfinalclubs.com/Home.php> HTML version

- Developed everything (worked solo).

EMBRAPA Instrumentation Farm (CNPEDIA São Carlos-SP) and EMBRAPA Genetic Resources and Biotechnology (CENARGEN Brasília-DF) - <http://www.embrapa.br/english>

From January/2005 to January/2006

A project funded by FINEP (<http://www.finep.gov.br/>) in a call for free software, as a developer of Embrapa Instrumentation Farm (CNPEDIA San Carlos-SP) and Embrapa Genetic Resources and Biotechnology (CENARGEN Brasilia-DF) - <http://www.embrapa.br/english> -, public submission MCT/FINEP/CT- INFO-01/2003.

- Developed the SACAM (Software of Analysis of Insect Behavior in Movement).
http://www.cnpdia.embrapa.br/publicacoes/download.php?file=CiT30_2005.pdf
- Developed a DLL for automatic acquisition of images from DirectShow. (Open Source Project – used: Borland Builder C++ 6 and Delphi).

PLUS:

- Industrial Projects with Solid Edge;
(projected the plastic mold of the aQuarius Tablet PC prototype as you can see in the video below:

http://www.youtube.com/watch?v=Sj41unBHM9A&feature=channel_video_title&t=2m51s)

- Retail market (Tora Tora);
- Experience as guest on a TV Program about business on Cable TV (SKY-TV Clima Tempo) talking about technology, business and the new technology developed by Alan for Tora Tora:
<http://vimeo.com/11540125?ab>
<http://www.youtube.com/user/torabusiness#p/u/10/99CxhifZK7o>
Owner of the program website: <http://www.adequacao.com.br/>

CURRENT SITUATION:

- I'm leaving my own company in Brazil to start over in America.