

Alex Catalano

Business Systems Documentation & Process Analysis

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<https://alexcatalano.com>

See full portfolio, writing samples, and project logs.

Systems analyst and documentation specialist with roots in fabrication, photography, and structured storytelling. Designs frameworks that help people think clearly and act decisively — across tools, teams, and timelines.

EDUCATION

University of Florida, Gainesville, FL

B.S. Journalism, Minor in Education · 2011–2014

Focus in reporting, media structure, and systems communication

Hillsborough Community College, Tampa, FL

A.A. Liberal Arts · 2007–2010

Concentration in photography and visual storytelling

PROFESSIONAL EXPERIENCE

University of Florida

Application Developer Analyst I / Technical Writer · Dec 2022 – Present

- Built NOX, a structured documentation system for project tracking and continuity
- Authored SOPs, changelogs, and live system logs across Angular, WordPress, and legacy apps
- Collaborated with developers to document APIs, service behavior, and backend workflows
- Supported migration planning and decision capture through modular onboarding tools

University of Florida

Web Developer II · May 2019 – Dec 2022

- Led CMS migrations and maintained custom WordPress themes across departments
- Created documentation and dashboards to reduce friction for non-technical users
- Designed backend workflows, analytics tools, and support systems

University of Florida

Web Developer I / Web Manager / Maintainer · 2014 – 2019

- Migrated content into CMS (T4), trained end users, and maintained WordPress infrastructure
- Developed internal guides, visual workflows, and documentation assets
- Supported multiple departments with website builds, media prep, and publishing standards

SKILLS

Documentation & Process Writing

SOPs · onboarding guides · changelogs (NOX) · visual mapping

Technical Systems

Markdown · Git · WordPress · Angular · REST APIs · SQL (developing)

Tools

VS Code · JIRA · SharePoint · Adobe Suite · custom CMS platforms

Analysis & Workflow

Requirements gathering · backend mapping · stakeholder communication

ADDITIONAL EXPERIENCE

Photo Editor — *The Independent Florida Alligator*

Managed visual operations for the nation's largest student-run newspaper. Trained in editorial clarity, narrative precision, and deadline-driven publishing.

Welding & Fabrication — *Rustic Steel, Tampa, FL*

Worked in shop-floor metal fabrication. Learned templating, tool safety, and procedural thinking through real-world production.

Studio Guitarist — *Hurstboy Entertainment, Tampa, FL*

Performed and recorded in a collaborative studio. Gained experience with media workflows, DAWs, and the discipline of long-form, structured practice.

PROJECT HIGHLIGHTS

NOX — Structured Logging Framework

Created a markdown-based system for capturing decisions and clarifying project workflows.

PaCE Transitions — Signature & Notification Tool

Built a roster validation app with email notifications and advisor approvals.

WordPress — Custom Search & Analytics

Developed a PHP-based tool to surface search data and optimize IA strategy.

RECOGNITION

Student Excellence Award — Hillsborough Community College

Recognized for creative and technical support to the Theatre Department.

Institutional Recognition — UF IFAS

Acknowledged for leadership on a high-impact CMS migration.

Guest Lecturer — Florida Dance Education Organization (2008, 2009)

Spoke on visual media for performance documentation.