References

Ing. Martin Adámek
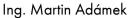
3rd March 2023

Ing. Martin Adámek (born in 1983, in Náchod, Czech Republic) worked at our company *Zdenek Balcar – Felax* in the period from 7th March 2012 until 30th September 2014 as an employee.
He works for our company as a subcontractor now, via his company *Martin Adámek, Náchod, s. r. o.* Martin works for our company for 11 years, since year 2012 overall.

He is senior developer and architect of websites, web applications (database-oriented) and web portals. He builds them comprehensively expect from graphic design and content.

Martin
- analyses requirements and needs of client and project;
- projects hierarchy and structure of website / application / webportal (technical design) and its system of URL addresses;
- makes .htaccess files
  (among others: mod rewrite;
  various domains for various versions of one project – branding, multi tenant;
  different language versions);
- designs and optimises database structure (relational model)
  including later modifications based on changes of specifications by client,
  including periodical (e.g. daily) or almost continuous (e.g. few times per hour) import of data from another databases via its API (feed),
  considering requirements and specifications of already existing systems;
- implements database structure (tables definition) and SQL queries in MySQL / MariaDB;
- programs the project in PHP;
- codes the project in HTML5 (formerly in XHTML), CSS 3,
  using also JS and AJAX,
  considering semantics, SEO, accessibility for blind and weak-eyed users, responsivity (responsive web design e.g. for mobile devices) and usability (UX, user's experience).
- Martin also corrects a grammar and removes typos,
  partially also writes a texts.

Martin has built in the aforementioned range among others:
- Webarchive with on-line broadcast for local TV station
- Information portal SkiArena.cz, which imports and aggregates
  various current information
  (weather, ski slopes and tracks condition, accommodation offers, ...)
  as well as longterm knowledge (skiresort description, services, ...)
  from various sources (data feeds from various providers);
  and shows them aggregated for each individual ski resort

- Complex booking system for various events with various lessons of various instructors coinciding in the same time (Reebok Yoga Sensation)
- Registration systems (Reebok Spartan Race)
- Web portal which aggregates videos from various sources and local microapplications (games, quizes, ...);
  running simultaneously at various domains and subdomains,
  where provides various content or the same content under different clients' brands;
  multi-tenant solution: maintenance of one system for us, but more webportals for users
- Website (web application) with on-line greeting cards, with personalisation (customisation) of cards
- Consumer contests
- Website for contest Car of the year; with news service and with various parallelly coinciding reader's contests
- Presentation websites of companies or products (e.g. Reebok, pez.cz)
- Applications for Facebook
- Various administration environments (admins)

Martin also modified or remade existing web projects, e.g. news servers or presentation websites.

Martin has very strong analytical skills.
He analyses topics deeply, with regard to wide context.
Martin has excellent systems thinking.
He is very good in designing of complex systems and structures.

If some assignment of project is complex, wide or complicated, it is easy for Martin to design a system and its structure – finding there relations and analogies between different elements.

If some task or plan looks to be very simple at first sight, Martin can find there important related aspects, he can suggest a solution and he will design system with regard to that aspects.

Martin is thoroughgoing and conscientious. He cares about system as well as about details.
In design of structure or system, in source code, as well as in natural language (Czech).

Martin is able to work independently as well as to cooperate as a member of a team.

Martin opens related topics actively, points to context and suggests a way to solve the topic.