Edward Bulfango is a multimedia producer for Tribune Publishing in Orlando, Florida. He’s responsible for front- and back-end development, and a typical day involves working through a list of reported bugs, problems, and creative projects. “While going through the list, I extract data and metrics for individual departments within the company—including advertising, editorial, and management.” The metrics he collects include full website analytics such as page views, unique visitors, and referrals.

Edward explains that his career requires dedication and focus. “Whether the project is small or large, you always need to provide 110% commitment to move forward. Technology advances faster than we think. It is up to us to keep up with the pace and learn new things while exploring new options.” Edward demonstrates his dedication by setting an example in his workplace. “I feel that I am influencing others to learn how to stick to web standards as well as maintain rich and responsive content.”

Edward adds that his career provides many opportunities for creative challenges. “[Once, one of my] clients’ websites was hacked. I had to manually debug and go through every line of code on every page.” Spending days going through 100 pages on the site, Edward learned shortcuts and how to tackle an infected website—skills that will be very beneficial in another emergency situation. “I solved this challenge by using my knowledge as well as doing research and working with other developers.”

He’s also spent long nights performing Q/A testing on newly designed websites. “I had to do Q/A testing on multiple platforms. While doing testing for PC and MAC, I also had to do browser compatibility testing. The launch happened during the evening and the testing lasted through the night. I was able to complete everything before sun up with my technical team.”

Edward, who in 2010 earned a Bachelor of Science in Web Design & Interactive Media from The Art Institute of Fort Lauderdale, says that his education provided real-world project experience. He recommends that current students learn to remain calm under pressure. “Take a deep breath, organize and prepare your check list, and be sure to double check your work. Do not be afraid to have another pair of eyes look at your work.”