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## **CAREER GOAL**

To always learn and do cool new things with technology.

## **PERSONAL INFORMATION**

Nationality: United States

Birth Date: 20<sup>th</sup> April, 1967

Location: California Bay Area

## **TECHNICAL EXPERIENCE**

- Languages: Java, C#, C, C++, Objective C, JavaScript, ActionScript3, PHP, Python, SQL, Bash scripting, HTML, CSS, XML, JSON, HLSL
- Concepts: Object Oriented Design, Multi-Threading Practices and Debugging, Engine Optimization, Iterative Development, Algorithm Implementation, Object Modeling, Data Modeling, Database Design, 3D Concepts, Physics Simulation
- Development Types: Web 2.0, REST, Servlets, Flex, Web Services, XNA, iPhone, Comet, AJAX, Desktop Applications
- Build Tools: Ant, Make, Maven, LuntBuild, Subversion, CVN
- Development Environments: IntelliJ IDEA, NetBeans, Eclipse, Visual Studio C++/C#, Xcode, Flex 3, Command Line
- Systems: Windows 2000/NT/XP/Vista, Mac OS X, Linux Red Hat/Fedora/CentOS/Slackware

## **QUALIFICATIONS**

- 20 years of professionally programming a wide variety of applications in Java, JavaScript, PHP, Python, C#, C++.
- 14 years of programming high performance scaling entertainment and eCommerce web sites.
  - Design, development, optimization and enhancement of high volume site engines from presentation layer to persistence.
  - Java, JSP and JavaScript, JQuery, C#, PHP, Python, ActionScript3
  - Use of Resin and Tomcat application servers.
  - Thread safe programming, practices and debugging.
  - Integration with and use of Flash & Flex
  - Use of REST and long polling techniques (esp Comet)
  - Lots of XML with SAX, JAXB, Jersey, Xerxes, vi, etc. etc.
  - Integration with and knowledge of SQL (MySQL, SQL Server, PostgreSQL, Derby), Berkeley Databases, Solr, JDBC, ODBC and Hibernate
  - Spring, Struts 2 and other frameworks
  - Developed with IntelliJ IDEA, NetBeans, Eclipse or a simple text editor.
  - Integration with 3<sup>rd</sup> party vendors.
  - Ant scripts, Make files and Maven.
  - SVN, CVS and SourceSafe
  - Familiarity with Linux based servers and development environments
- Over 7 years of experience programming cross platform published entertainment software in C

- Microsoft Visual C, C++, CodeWarrior, some Assembly (Intel architecture)
- Object oriented multi-threaded design and development.
- Familiar with several graphics and sound libraries (2D and 3D) such as DirectX, OpenGL and some internally developed cross platform sound/ graphics libraries (Berkeley Systems and Presage).
- Experienced in cross platform development (simultaneous and conversion) and localization issues
- With my broad degree of experience and many interests (see Mini Projects below) I learn new systems, styles, libraries and processes rapidly. I also fit into teams easily and I'm quite familiar with deadlines, milestone pressures and crunch-time heroics when necessary.

## **JOB HISTORY**

### **RichRelevance, San Francisco CA ([www.richrelevance.com](http://www.richrelevance.com)) April 2010 – October 2010: Senior Web Application Developer**

- Integrated quickly into a large and complicated technology stack utilizing Java, JSP, JavaScript (jQuery), PostgreSQL and Berkeley Databases in dozens of projects using agile processes to drive two week release sprints.
- Wrote a bulk multi-file XML feed processor for User/Segment/Product relationships.
- Reconfigured and expanded parts of the main recommendation pipeline (a Chain of Command) to allow A/B testing of the HTML view rendering.
- Created new Berkeley Database backed local caches to alleviate database load on the run-time system.
- Added several new targeting types to the recommendation campaign system, integrating the changes from the admin UI to run-time rule processing.
- Expanded the management console by adding various new features.

### **VideoJax, San Francisco CA ([www.videojax.com](http://www.videojax.com)) January 2008 – January 2010: Senior Software Architect**

- Took over development, debugging and maintenance of Facebook game engine in Java with MySQL persistence.
- Within the year took over responsibility for development, debugging and maintenance for entire Java game servers code base.
- Designed and implemented back-end engine for our custom chat system and multi-player game which uses Comet based long polling techniques in Tomcat 6.
- Designed and implemented replacement for legacy custom DAO layer with a focus on simplicity and object level LRU caching for speed.
- Designed and implemented REST based replacement for legacy SAX based XML game communication layer (from Flash client game to Java based back-end system) using Tomcat and Jersey.
- Helped design and implemented data archive system for played game historical data using merged archive tables in MySQL.
- Helped oversee moving game server farm from our standard collocation data-center to the Amazon EC2 cloud.

**GoFish, San Francisco CA ([www.gofish.com](http://www.gofish.com)) August 2005 – November 2007: Software Architect**

- Originally helped debug, enhance and launch a large site upgrade developed by a 3<sup>rd</sup> party vendor (Lohika) utilizing Spring/Struts/Tiles and Hibernate as well as a custom search Web Service.
- Helped design, implement and launch a home grown MVC framework to replace the 3<sup>rd</sup> party developed one which could not be evolved fast enough for our business.
- Designed and implemented a custom AJAX in-place CMS management tools utilizing Yahoo's JavaScript utilities.
- Designed and implemented a dynamic AJAX like modular content loading system to allow hot-sapping of partial pages without reloading.
- Designed and implemented a new Slot & Widget based CMS solution which does not rely so heavily on JavaScript, is more stable and more convenient for the content editors.

**MarketLive, Petaluma CA ([www.marketlive.com](http://www.marketlive.com)) May 1997 – April 2005: Core Engineer**

- Originally personally designed and developed full scale e-commerce site utilizing Microsoft Internet Information Server, Active Server Pages, SQL Server, JavaScript and ActiveX Server Plugins in C++. This became the Market Place engine still in use today.
- Designed and developed real time data integration between a Market Place site and a clients eCommetry legacy system using custom C++ ActiveX objects
- Core Engineer for design, development and implementation of next generation e-commerce engine called MarketPlace which utilizes POJO, JDBC, JSP and MS-SQL or Oracle databases. The MarketPlace engine has been used extensively by MarketLive, a list of sites implementing it can be found at [www.marketlive.com](http://www.marketlive.com).
- Provided support, bug fixing, enhancements and modifications to the MarketLive engine for client projects.
- Designed and developed feature modules for MarketLive including Advanced Search, Intelligent Cataloging (integrating Scene7 technology) and so on.
- Began design and development of the NEXT, next generation e-commerce site, utilizing Swing, Hibernate, Struts, JUnit, JSP and MS-SQL.

**Presage Software Development Co Inc., San Rafael CA 1995 –1997: Senior Software Engineer**

- Lead Programmer for product Chess Mates published by Interplay under their education pseudonym Brain Storm.
- Entered the project 1 year after development had begun and over the next full year oversaw and/or implemented the addition of many new features, the conversion to Windows 95, then back to Win3.1 and then to Macintosh as well as bug fixing up to the ship-date, which was met.
- Wrote small chess engine to support the learning of chess, the linked in BattleChess engine was not up to teaching certain tasks.
- Managed the wrangling of over 30,000 resource files including still art, animations, sound effects, voice-overs, game data etc. etc
- I then converted Star Control III from DOS to the Macintosh with TCP/IP, AppleTalk and IPX network gaming.

**Berkeley Systems, Berkeley CA 1993 – 1995: Software Engineer**

- Coded After Dark screen saver modules across both Windows and Macintosh platforms in 'C++'.
- I wrote a total of 11 modules for both platforms in four shipping products, The Disney

Collection, The Simpsons Collection, Totally Twisted and After Dark 3

- Module creation required an in depth knowledge of computer animation, graphics and sound techniques on both platforms, not to mention a well-organized and modular approach to programming.
- The engineers on each project worked closely together creating tools and objects to make module creation easier for each future project, developing a cross platform 'C++' object library which streamlined module development.

**Berkeley Systems, Berkeley CA February 1992 – Jan. 1993: Win. Tech Support Supervisor**

- Supported Berkeley Systems software for Windows over the phone while supervising others who did the same.
- Required a deep understanding of the Windows environment and the ability to explain it understandably to novice users.
- At the time Tech Support was also the Quality Assurance Department. Those duties required installing and testing new products and external products reported to cause problems, both software and hardware, diagnosing any found problems and providing solutions to them if possible.
- Provided support and unaccredited crunch time programming in 'C++' for the Engineering Department during the development of Star Trek: The Screen Saver.

**AMEX Life, San Rafael CA April 1991 – December 1991: Systems Support Contractor**

- Managed Help Desk for entire LTC division solving Novel network, PC, Mac and mainframe problems quickly and efficiently.
- Assisted in a variety of systems/network related projects including but not limited to the reorganization of network printing, the ongoing replacement of Macintosh and IBM terminals with Windows based PC's and the development of a Technical Services Request tracking system in Visual Basic using the Paradox database engine.
- Worked on installing and updating systems and integrated a variety of new software on Macintosh's and Windows PCs over the network. Assisted in computer software audit of division. Compiled audit data and aided in completion of projects within given deadlines.

**KKI Corporation, Modesto CA January 1989 – 1991: System Setup Installation and Support**

- I was responsible for the development and installation of IBM PC, UNIX, Lantastic and CTOS Networks for small corporations.
- Designed, setup, installed and maintained SCO XENIX multi-user system for corporate use in office and through multiplexed leased lines to outlying areas.
- Designed, setup, installed and maintained PC network for law office accounting and word processing pool.
- Did similar project for PC-MOS DOS multitasking system with RealWorld Accounting software.
- I was often called upon to diagnose system failures of many kinds and to repair them when possible or recommend alternative solutions and implement them with minimal work disturbance and cost.
- Configured and tested new systems and technology and came to decisive conclusions as to their reliability and usefulness given current problems or needs.

## **MINI PROJECTS**

- iPhone game and application development using OpenGL SE, custom GLSL shaders (normal mapping, spectral mapping, shadows, etc. etc.) and physics with a personally ported version of the Open Dynamics Engine. A video and further explanation are hosted here:  
<http://www.twilightfair.com/JeffsProjects/iPhoneDevelopment.shtml>.
- XNA Game Development: Game engine design, 3D and Physics modeling, user control management, GPU Programming (HLSL). Video grabs available here:  
<http://www.twilightfair.com/JeffsProjects/XNADevelopment.shtml>.
- Flash Avatar Creation: Flex development, ActionScript3 programming, Flash project management, Whirled game API. Flash objects available here:  
<http://www.twilightfair.com/JeffsProjects/FunWithFlex.shtml>.
- Ray Tracing: Custom modification of POV-Ray to allow the algorithmic surface distortion of any scene object. Details here:  
<http://www.twilightfair.com/JeffsProjects/povray/TwilightPOV/TW.html>
- More projects are listed at this location: <http://www.twilightfair.com/JeffsProjects/>

## **HOBBIES AND INTERESTS**

- Games and game creation
- 3D programming and modeling
- Cloud computing
- Roller coaster design
- Astral physics
- Steam power

## **EDUCATION**

HIGH SCHOOL 1985 GRADUATED  
SANTA ROSA J.C. 1985-1986  
SONOMA STATE UNIVERSITY 1986  
DELTA J.C. 1987-1989