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Island 13

2008 – present

*Independent Contractor*

Helping customers building Web Applications, practicing my philosophy of open standards and lightweight, unit testable components. Using Spring Framework for all system logic optimizes the time spent on valuable business logic.

In this position I am responsible for end-to-end implementations, from database to JavaScript and HTML/CSS and everything in between. Working iteratively and closely with the business users allows me to manage the loose requirements and ever shifting priorities in a startup environment.

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Client: ThoughtMatrix

2010 – present

ThoughtMatrix is a digital design and development firm in the heart of San Francisco. During the last couple of years we've built a strong relationship and I've participated in a number of their projects.

*Project: Video Manager*

Solely responsible for the architecture and back-end and front-end implementation of a video sharing application for Android 2.2 and above.

The Video Manager helps users to organize and share their own videos and videos on the web with their friends.

- Implemented backend with Spring and Hibernate.
- The solution is deployed on a number of Amazon EC2 instances running MySQL and Tomcat.
- Web services were developed using Jackson and JSON.
- FFmpeg was used to process the uploaded videos into a format that can progressively be streamed.
- The user could either register on the site or use Facebook or Twitter to login (Oath).

*Project: Outbid*

I was leading the architecture for the web layer in this big project to develop an online live auction site. The project called Outbid originally setup goals to become as big as Ebay, so we were using Oracle Exadata to make sure we could scale even when using a relational database. The project engaged Accenture for project management and QA, IBM to develop the live auction server, R/GA for visual design and ThoughtMatrix for backend and front-end development. It started up as a separate website, but it eventually ended up as a Facebook application (<http://www.facebook.com/myoutbid>).

- Spring and Hibernate mapped with JPA annotations.
- Integrated multiple sub-systems using Mule ESB.

- Freemarker and jQuery was used for the front-end.
- Used JUnit and Mockito for unit testing.
- The web service layer was implemented with Spring and Jackson streaming API.
- Build environment was implemented with Maven, Hudson (Jenkins) and Archiva.

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## Rooftop Comedy

2009 – 2010

### *Principal Software Architect*

Responsible for the public facing website and internal admin system. Utilized Spring MVC 3.0 features for content negotiation to develop a Web 2.0 rich website. Content negotiation allowed us to develop one set of controllers with multiple views (HTML, JSON, XML), depending on what the web client requested. The front-end used jQuery to communicate with the server.

Mentored the team in best practices for both back-end and front-end development.

- Spring MVC and Freemarker templates were used for the presentation layer.
- Deployed on Tomcat and MySQL on Linux.
- Domain model is mapped through Hibernate and JPA annotations.
- Integrated with Facebook and Twitter to bring in social networking aspects to the website.
- Used Hibernate Search and Lucene to provide search functionality.
- Covered most critical parts of the application with unit tests using TestNG and JMock.

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## AdRocket

2008 – 2009

### *Director of Engineering and co-founder*

AdRocket was individually targeting emails in large opted-in newsletters. We were selected as one of the TechCrunch 50 companies during 2008 and I was part of presenting the company in front of thousands participants at the conference.

By using publicly available data and data that the publisher provides, we optimized the best performing and most relevant ads in each email that a publisher sent out.

- Implemented a keyword extraction algorithm that selected the best performing keywords given an unstructured text blob.
- Designed a reporting data warehouse to collect statistics about click streams and user behavior. Used Jasper to generate internal and customer reports.
- Used concepts borrowed from Data Mining to implement classification algorithms to match each individual to a set of predefined personas.
- Spring, Hibernate, Tomcat and replicated MySQL.

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**Miria Systems**

2004 – 2008

*Director of Product Development*

Lead Software Architect for Managed\$Pay, an enterprise product that automates invoice processing for large Fortune top 500 companies. The product is built on top of FileNet P8 architecture and integrates with the customer's ERP system.

Defined an architecture that allowed for customization and adaptation of the product to fulfill the customer's requirements. Actively participated in the implementation, at the same time as leading 6 developers internally and successfully outsourcing parts of the application to a team of 5 developers in India.

- Used almost all technologies in the J2EE specification to define a portable and scalable architecture.
- Used WebWork together with Spring to provide a unit testable web interface.
- Configured Hibernate using XDoclet for all persistence.
- Profiled and tuned the application and databases for optimal performance using a number of Java and database profiling tools.
- Integrated and customized ILog JRules to execute all business rules throughout the application.
- Introduced Scrum as the process for the engineering team and acted as Scrum Master for a number of Sprints.

Customers: Hewlett Packard, Fifth Third Bank, Old Republic Title, Georgia Pacific, PF Chang's China Bistro, Toyota, Respironics and Allied Domecq.

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**IconMedialab**

1999 – 2004

*Software Architect*

IconMedialab was an international Web Agency that built custom web applications for its clients. As a Software Architect, I lead the technical aspects of the projects in Stockholm, Singapore and San Francisco.

Leading the development from inception through testing and transition. Working closely with the clients to define the requirements and effectively building an architecture that would support future changes and additions. Due to the clients fast moving and changing businesses, an iterative approach was used to constantly control the change requests, at the same time as the customer would see added value. This approach contributed to long and expanded engagements.

Clients: Panasonic Toyota F1 Racing Team, Cisco Systems Inc, Stanford University, Meritage (Hedge Fund), Khronos (Hedge Fund), SourceByNet, LetsBuyIt, SteelScreen.

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**Education**

M.S., Computer Science      Chalmers University of Technology 2000