



Avi Goldyne

Santa Barbara, CA

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Objective:

Seeking a challenging position where I can utilize my broad experience and expertise in the existing and emerging areas of web technologies to help solve the challenges, problems, and needs in web operations. My strengths are in overall web architecture, web application prototyping and development, and User Interface and Experience (UI/UX).

Summary:

- 15+ years web UI/UX, web application architecture, web application development, hands on experience in web development, graphic design
- Experience coding for and integrating with internet connected devices.
- Successful track record of entering environments and creating previously non-existent web presence
- Ability to learn new technologies and languages very quickly based on previous extensive experience.
- Very passionate about and take pride in my work and my company.
- Recognized for working very quickly on projects and producing on-time, detail oriented results without compromising quality or functionality.
- Responsible for creating many web applications that facilitate the gathering/organization/editing of data, web content creation, work flow assistance, and API interfaces.
- Hold a BS in Computer Science and Mathematics (primary language was C)
- Experience evaluating emerging technologies and devices and working to integrate them into current business flow
- Interface with multiple core departments to collaborate on new strategies
- Knowledge in relational databases creating schemas, SQL queries, TSQL, and stored procedures
- Experience integrating with vendors and physical devices using different API methods such as SOAP, XML, GETs
- Experience with planning architectural layouts of office space. Provide advice and solutions to workplace environment
- Personal mission to boost moral of coworkers with humor and activities

Technical Skills:

- **Hardware:** PC, Mac, Audio/Video, basic networking
- **Platforms:**
 - **Windows (7/XP/Vista)** – scratch installation and basic configuration
 - **Windows 2k3 Server** – scratch installation, basic configuration for web, IIS configuration
- **Programming Languages:**
 - **ColdFusion (CF)** 4.5 – 8 ENT (*10+ years and current*)
 - **ASPX .Net/C#** (*1+ year and current*)
 - **General WEB** - HTML, DHTML, JavaScript, SQL, TSQL (SPs), CSS, XML
 - **WEB 2.0** – AJAX (Prototype and JQuery), Consuming SOAP and Exposing SOAP (CF & .net)
 - **Limited Experience:** Actionscript, Flash Remoting, HTML 5, YUI
- **Database:**
 - **SQL Server 2k/2005/2008** – architect, create, and modify databases and tables utilizing SQL Server Management Studio (*10+ years and current*)
 - **Oracle** - Limited Experience
- **Software Expertise:**
 - **Current:** Photoshop, Dreamweaver, IIS 6, Visual Studio, Cold Fusion 8 ENT, SQL server management studio, Office, Acrobat, PeerSync, SVN, Illustrator, RightNow Technologies,
 - **Limited Experience:** After Effects, File Maker Pro, Perforce, Premiere, Ektron, Flash, NetTracker, VSS

Work Experience:

Sonos, Inc – Santa Barbara, CA

Mar 2004 – Present

Manager Worldwide Web Operations/Principle Web Architect

Sonos is the developer of wireless multi-room music systems for the digital home.

- Principle web developer for architecting and implementing entire internet, intranet, and extranet web site(s) and web applications. Responsible for all aspects of site(s) including; web server configuration, application architecture, database schema, some web design, UI/UX, web coding, and application coding.
- Built CF and .Net web applications that manage product initiated firmware updates, registration, retail and usage tracking.
- Built real-time XML and SOAP integration with support, ecommerce, and forum vendor for customer synchronization.
- Built customer, dealer, and product dashboard utilized as main data interface for Support, Sales Ops, QA, and Engineering.
- Worked with multiple mobile devices for integration into our product web experience.
- Designed schema and built MSSQL Databases for users, dealers, products , registration, retail, and usage data.
- Built multiple intranet, internet, and extranet web applications in Cold Fusion and .Net.
- Built AJAX driven worldwide dealer locator based on latitude/longitude utilizing multiple Google APIs.
- Built CF SOAP interfaces as middleman between .net website and database backend.
- Migrated existing CF applications to .Net
- Built XML driven corporate web site with content in multiple languages (EN,DE,ES,FR,IT)
- Interface with/manage vendor relationships (Ecommerce, Data Center, SEO, Support, and Globalization).
- Responsible for outbound email creation and sending, utilizing RightNow technologies.
- Implemented my own CMS for controlling some areas of corporate website.
- Worked with design agency to implement branding and design elements.

Openwave Systems Inc. – Redwood City, CA

Jan 2001 – Mar 2004

Manager Web Development / Technical Lead

Openwave Systems Inc provides Communication Service Providers (CSPs), including wireless and wireline carriers, Internet Service Providers (ISPs), portals, and broadband providers worldwide, with the software and services they need to build boundary-free, multi-network communications services for their subscribers. My role with the company is manager of web development and technology lead for the Web Solutions Group. Web Solutions Group is primarily responsible for development, production, and maintenance of all company websites including Intranet, Internet, Extranet, and WML site.

- Technical Lead for web applications, multimedia, hardware and software, and design for Web Solutions Group.
- Design, architected, and built Content Management System (CMS) with patent pending module based back end engine (currently on version 2). Flash Remoting used to manage file structure. CMS capable of producing content and mini-applications for any of our web sites, and produce any type of code including HTML, Cold Fusion, WML, and JSP. CMS able to build secure areas based on LDAP users and departments. (8+ template developers, 300+ end users, 3000+pages, 40,000+ page elements)
- Architected, UI, and coded entire infrastructure and templates for corporate web site: www.openwave.com. Utilized my CMS to manage all content, as well as database for dynamic related links and index pages.
- Architected, UI, and coded entire infrastructure and templates for developer web site: developer.openwave.com. Utilized my CMS to manage all content.
- Architected and coded scalable and secure customer extranet portal for beacon accounts to promote subscriber adoption and awareness. Built administrative portal on intranet.
- Architected and coded scalable and secure partner extranet portal to provide information and documents to our partners.
- Architected and coded entire intranet backend infrastructure, style sheets, modules, and templates (~1,000,000 hits/month). Built Intranet admin portal to administer 20+ intranet applications built by Web Solutions Group.
- Built extensive DHTML Image Library application.
- Developed Cold Fusion parsing applications including real time stock quotes, pull print tool, and mailbots.
- Built dynamic events registration application and dynamic mini-survey application
- Technical mentor for 5 web developers, managed Sr. Web Developer.
- Architected three tier web server structure environment (development, staging, production) with IT department.
- Provided UI and functionality guidance for web applications built by other developers.

ePocrates – San Carlos, CA

Nov 1999 – Dec 2000

Manager of Web Operations/Web Architect/Webmaster

ePocrates develops medical software for use on handheld devices such as the Palm Pilot. The software assists physicians in determining drug interactions, adverse reactions, contraindications/cautions, adult/peds dosing, and cost/formularies. The software is downloadable through the web site, and uses Auto Update technology to connect the Palm to our servers to update the software drug database. My role with the company was to manage all aspects of web operations.

- Built intranet and internet presence for company
- Coded the universal dynamic templates and individual pages using Cold Fusion, HTML, DHTML, JavaScript, and CSS
- Planned three tier web server structure environment (development, staging, production)

- Developed conditional registration process with Physician verification to allow for software download (300,000+ users).
- Insured source control by creating web entries into Perforce
- Built multiple intranet web applications to facilitate the propagation of content to the web site dynamically allowing the content managers full control over adding/editing data and posting it to the web site automatically
- Built scaleable intranet application that managed our software downloads on the web site. This allowed for universal code to be shared among download process and different software packages.
- Work with Marketing and Product Development Managers to implement ideas and content
- Develop the outline structure, user interface, navigation, and functionality of the web site
- Work hands on with the graphic designer to create the look and feel of the site
- Technical lead for all multimedia and print needs
- Manage the web operations team consisting of a Cold Fusion developer/DBA, Graphic Designer
- Interact directly with the web server administrator working in our IT department
- Designed, coded, and implemented a webstore ecommerce site secure with SSL with a complimenting administrative portal for the company in less than a week after the vendor we hired to code and provide order fulfillment failed to produce a bug free site in 4 weeks. Implemented Zip code verification and sales tax calculation software into webstore.
- Built interface into WAP using WML for checking user counts

ZDNet – San Francisco, CA

Nov 1997 – Jan 2000

Web Technologist/Web Developer/Web Production Specialist

ZDNet is the leading technology information web site in the world ranked by Media Metrics. It was recently purchased by CNET. I worked for the Design and Technology group, which was responsible for the look and feel and template coding of all the ZDNet sites. I had many roles there that included graphic design, HTML/DHTML/JAVASCRIPT/Vignette coding, Multimedia, and intranet administration.

- Implemented intranet site from building the server, installing the software, configuring and administering the software, to creating database schema and integrating it with my designs and Cold Fusion to create the interface for the intranet site.
- Intranet was initially created for use in my group, but was quickly adapted to assisting other groups in content management and propagation of content to the live site.
- Intranet applications included project management application, work request application, image database, newsletter generation application, ZDNN news story application, ZDTV project management, audience development application, and an intranet management application to control all the above-mentioned applications.
- Responsible for parts of ZDNet home page content and coding
- Technical lead for all multimedia in group
- Evaluate and Alpha test emerging technologies for possible implementation into ZDNet sites.
- Designed and coded first prototype of my.zdnet.com
- Worked with facilities department to create architectural layout of my groups workspace and designed a cubicle that was used to support the 3+ computers/monitors that everyone in my group had.
- Worked on both design and coding of various ZDNet site templates

Connoisseurs Cigar Company, LLC – San Francisco, CA

May 1997 – Jan 2000

Chief Technology Officer / Cofounder

Connoisseur Cigar Company's primary business was to supply personalized cigar labels to individuals and to companies for both recognition and promotional campaigns. My role was the responsibility for all print, web, and production needs.

- Sole technical person in company
- Planned, designed, coded, implemented, and maintained ccigar.com web site.
- Created negatives for gold foil die and die cut board
- Built a manual die cut for hand cutting labels
- Interacted with printer for printing and die cutting needs
- Created all promotional material
- Designed gold foiled band used for all our labels

Lewis & Clark College – Portland, OR

June 1996 – May 1997

Senior Web Developer

Created a web presence for the Lewis & Clark College Athletic Department so that other students as well as friends and family could keep track of the LC Athletics.

- Responsible for structural planning, design, and implementation of web site.
- Created individual bios of every school athlete, leading to more than 200+ web pages
- I updated game statistics and scores on the web site immediately following any intercollegiate event
- Site received nomination for NAIA/NCAA college athletics web site of the year

Digital Arts & Sciences Corporation – Alameda, CA

Summer 1994, 1995, 1996

Senior Web Developer/Assistant Software Engineer/Beta Tester

Digital Arts and Sciences Corporation developed image management software. The software suite included a Medical Image Database for use by Physicians (ImageAXS ProMed), an art image database (ImageAXS Pro), and a museum art management system (Embark).

- Responsible for structural planning, design, and implementation of web site.
- Worked with marketing to create content for web site
- Coded large part of ImageAXS Pro software module, EZ-Card, in C++
- Beta tested Embark museum art management system

Freelance Web Development

Worked with various individuals and companies in both creating web presence and/or working on small web based projects and/or creating corporate identity. Below is my client list:

Webby Awards, Frisco Graphics, Hour Hands, Model N, KCBS, MindSteps, Cutting Edge Strategies, California Dermatology Society, Objects Online, Dog & Pony Studio, 1000 ponies, Digital Arts & Sciences Corporation, Design Pacifica International, LLC, Santa Barbara Luxury Rentals, 1Life, Metropolitan.md

Web sites I've developed

Please visit my on-line portfolio at <http://www.goldyne.com> to view the various web sites I have developed.

Education

Lewis & Clark College, Portland, OR - BS in Computer Science & Mathematics.

Brainbench certified in Cold Fusion 5.0

Other interests and hobbies

Architectural and transportation model building, Home audio & video, Gardening, Home woodwork, Athletics: baseball, softball, basketball, golf, volleyball, football, and snowboarding.

References available upon request. On-line portfolio available at <http://www.goldyne.com>

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