

TRAVIS WILSON

737 Haight Ave.
Alameda, CA 94501

(510) 684-4365
trav@ciahq.com

For an HTML version please see http://ciahq.com/travis_wilson_extended.html

In brief: For the past thirteen years I've built the architecture, code, and development lifecycle of software. Almost all of it has been web-based applications — server-side apps, browser apps, and the communication between them. My clients and employers have ranged from startups seeking prototypes to Fortune 500 companies developing enterprise solutions. Many clients are repeat customers.

My development is tempered with a solid understanding of product design, user interface, and data modeling. My team management is based on a robust, respectful, realistic yet ambitious development process highly visible to all stakeholders. I seek a position from which to make software developers as valuable as they can be and to make a product that accommodates the growing pains endemic to startups.

Weapons of choice:

- Code: Java · Javascript · PHP · Python · ActionScript
- Java framework: Spring Framework · Servlet
- Browser framework: Vanilla Javascript · jQuery · Dojo Toolkit
- Database: MySQL · Oracle · JDBC · iBatis · Hibernate
- Development: Debian Linux · bash · Subversion · make
- Task management: Bugzilla · Jira

Software development columnists I usually agree with: Jeff Atwood · Paul Graham · Steve Yegge · Alan Carter

Recent work:

TECHNICAL PROJECT MANAGER
Playdom, Mountain View, CA (Acquired by Disney)

May 2009 to present
<http://playdom.com>

After a few months developing and refactoring Playdom's social game applications, test environments, and deployment scripts, I took ownership of two key Playdom software products. The first was a common interface and library for communication across games and services. The second was the flagship website playdom.com, to which I introduced a release cycle, configuration layer, issue tracking standards, and other SDLC improvements. The website served many different functions for many different teams in Playdom, so I redesigned each function into a distinct component directly controlled by its team. These duties meant coordinating with and mentoring disparate teams across Playdom, as well as managing software developers. Products shipped on time and on budget.

From 2003 to 2009 I was a partner in the software consulting group [Simple Dynamics](#). Selected client work:

WEB APPLICATION DEVELOPER
Wavemarket, Emeryville, CA

Multiple engagements
<http://wavemarket.com>

October 2008 to January 2009: Led a three-developer team to create a simple e-commerce site dedicated to selling a single handheld device. The device required extensive backend integration with three different, unrelated third-party services. Design specs for the interaction between services and for the website. Product shipped on time and on budget.

April 2007 to May 2007: Profiled memory leaks and other performance problems in Javascript map component of Wavemarket's web application. Removed memory leaks and optimized code.

October 2006 to January 2007: Redesigned web application architecture such that the web application could be rapidly customized and skinned to meet the business needs of each Wavemarket partner.

October 2005 to October 2006: Brought to release a web application based on Wavemarket's core GPS server technology. Focus was on browser communications with HTTP server, and modular design of JSP and servlet pipeline. This also included writing some in-browser Ajax functionality.

TECHNICAL PROJECT MANAGER August 2008 to September 2008
Active Technologies, San Jose, CA (Acquired by Apple) <http://siri.com>

The server-client codebase had grown unwieldy and monolithic as this company scrambled to meet market demand. I led a two-developer team to redesign and refactor web application code to keep layers of functionality separate, meanwhile developing new features to meet business deadlines.

TECHNICAL PROJECT MANAGER Multiple engagements
Trion World Network, Redwood City, CA <http://trionworld.com>

December 2007 to June 2008: Created an online store application to sell virtual items within a game world using the game's currency. The store app accommodates multiple games simultaneously and provides extensive administrative tools. I designed and documented the product, and managed a second developer to implement. Product shipped on time and on budget.

April 2007 to October 2007: Designed, prototyped (see [my case study](#)), spec'd, produced, and brought to release a framework to translate the technology and user experience of video games to a set of web applications. As a notable part of this task I recruited and managed a development specialist who was able to walk a fine line between Java web code and C++ game code.

LEAD USER INTERFACE DEVELOPER Multiple engagements
Adaptive Path, San Francisco, CA <http://adaptivepath.com>

July and August 2007: Led a two-person team to produce a functional, aesthetic prototype for a web application — proposed to a financial institution — that allowed users to manage their mutual funds and financial outlook.

February 2007: Debugged, repaired, and polished the Javascript functionality and CSS styling of an automobile search application.

TECHNICAL PROJECT MANAGER November 2006 to March 2007
Wellsphere, San Francisco, CA (Acquired by HealthCentral) <http://wellsphere.com>

Consult with CTO to define the project architecture (a combination of software architecture, task assignment, team interfaces, and project management) for this startup health-centered social networking site. Review, evaluate, and implement business requirements to meet market-driven deadlines. Produce technical specs, writing production code when necessary. Design and implement web application configuration and deployment scheme.

WEB APPLICATION DEVELOPER Multiple engagements
Yahoo!, Sunnyvale, CA <http://yahoo.com>

October 2006: Profiled and optimized code performance.

April to October 2005: Various SDLC improvements to Yahoo's Health and Astrology websites: Refactored the software architecture; collected requirements and defined architecture for a tiered template system; reorganized software packages and configurations for better integrity and simpler deployment; automated regular jobs that were previously performed manually.

SOFTWARE ARCHITECT Multiple engagements
Online Alchemy, Austin, TX <http://onlinealchemy.com>

July 2003 to January 2005: Managed a development staff of myself plus two others, to bring a game-oriented artificial intelligence product from concept to deployment. Worked with CEO to develop a new AI model realizable in software. Developed prototype to have a robust architecture for simulation, and to be easily scriptable for rapid development. Designed production architecture, which required modular components to work together in an efficient, asynchronous environment.

September 2002 to November 2002: Developed a Java applet port of a PC game. Innovated and resolved problems independently, and spec'd deliverables to facilitate client feedback.

PROJECT LEAD December 2003 to June 2004
Photoworks SF, San Francisco, CA <http://photoworkssf.com>

Produced a feature-rich website for professional photographers and their clients to manipulate, organize, showcase, and order photographs. I drew up the specs, schedule, and data model for the project, and wrote the codebase myself while outsourcing page design and system administration duties.

PROJECT LEAD August 2003 to October 2003
Organic, San Francisco, CA <http://organic.com>

Designed and developed Sprint's next-generation store locator web application. The job was suited to a small technical staff: me. I designed the Java architecture for the app, implemented it against third-party mapping software by Kivera, and incorporated visual site design into the pages. I was also responsible for importing raw data from various formats, and configuring the server on which all the software ran.

J2EE DEVELOPER March 2003 to June 2003
ChevronTexaco, San Ramon, CA <http://chevrontexaco.com>

Migrated an internal legacy data-management application from mainframe DB2 to J2EE (Weblogic/Oracle). Redesigned interface as a web application. Contract involved modularizing key elements of the app logic, codifying certain development patterns for easy reuse, writing the application, implementing security, and upgrading the old data model, which underwent many changes and optimizations as we adapted it to the new technology.

CHIEF ARCHITECT 2002 to 2007
Facetmap <http://facetmap.com>

Innovated, designed, implemented twice in Java and Javascript, presented via web, and documented a browsing technology for information architects. All the work at facetmap.com is my own. In addition to writing the software to produce the Facetmap objects, it was critical that I design sample interfaces to demonstrate their use. Facetmap has distinct recognition among information architects, is used by many of them for their own document management, and has been licensed to other software companies.

LEAD DEVELOPER December 1999 to September 2001
SpotLife, San Mateo, CA

Designed and developed spotlife.com server technology, and led development of the website technology. Owned the specs governing client-server interaction, designed structures using ATG Dynamo to ensure that programmers and html developers could efficiently work together, and wrote a major part of the codebase. Designed and wrote scripts to automate build and release processes. Often resolved conflicts between engineering and usability teams, and was the usability consultant in technical design discussions. Trained company's nontechnical employees in the use of CVS and Makefiles.

JAVA DEVELOPER Multiple engagements
Phoenix Pop Productions, San Francisco, CA

September 1999 to December 1999: Created first release of SpotLife (see above) before it had a technical staff of its own. This included work on data model, app architecture and code production with an eye towards extensibility.

March 1999 to August 1999: Designed and implemented first release of wineshopper.com website and fulfillment service.

December 1998 to January 1999: Wrote puzzles and assisted in game and story design for Spychaser, a 3com promotional online game.

DEVELOPER November 1997 to January 1999
Major League Market, Oakland, CA

Co-founded a multiplayer web game – a fictitious sports stock exchange. Direct a 3-person software development group, design gameplay and interface, write code for use and maintenance of the site, work with internet service provider, develop business with other companies, and respond to our users. The project never saw any real revenue, but was my best experience to date in developing my own implementations of basic tools (database, template language), syndicating a site as a branded service on other sites, and governing a community of devoted fans.

SOFTWARE DEVELOPER / NETWORK ADMINISTRATOR March 1997 to March 1999
Century Dynamics, San Ramon, CA Acquired by [ANSYS](#)

Adapt an engineering software package to run on networked parallel processors. Duties included source code authoring and debugging, modification of existing code, automation of code builds and unit testing, network maintenance, and enable more efficient computer operations in the office and in the software itself.

EDUCATION:

UC Berkeley, Berkeley, CA August 1990 to December 1994
Degree: B.S., Electrical Engineering and Computer Science