

## Professional Profile

Seth has a breadth of skills that cover the full life cycle of application development, from cutting edge RIA/AJAX front-end technologies to complex Service Oriented Architectures, leveraging the latest JEE/Rails/LAMP best practices. This unique skill set allows him to adapt quickly to the demanding tasks of today's multi-platform, technically complex, application development landscape.

## Employer History

### May 2008 – Present | Fox Interactive Media

*Senior Software Engineer – Fox Audience Network*

- Responsible for lead development and architecture on multiple mission-critical customer facing solutions at the 6<sup>th</sup> place comScore ranked ad network.
- Mentored large development team on Agile, MVC and SOA/WOA best practices
- Spearheaded many internal development firsts including a company-wide base CSS framework, multi-module based Maven builds and a loosely coupled Web Oriented Architectures
- Please refer to “Recent Project History” below for assignment details.

### June 2000 – May 2008 | IBM Interactive (division of Global Business Services)

*Senior IT Specialist – Kiosk Software Practice*

- Responsible for all technical direction of the IBM Interactive Kiosk Software Practice and successfully transitioned the team to a Ruby on Rails based development platform.
- Core member of the IBM Interactive Technical Leadership Team, which is responsible for shaping a consistent technical strategy, direction, and message across all IBM Interactive practices.
- Core member of the IBM Interactive Web 2.0 Strategy Team, which is responsible for sale's presentation material and development best practices focusing around the emerging Web 2.0 marketplace
- Please refer to “Recent Project History” below for assignment details.

### June 1999 – August 1999 | Technology Services Group, Chicago, Illinois

*Systems Consultant*

- Developed document management applications using Documentum, Active Server Pages and COM objects.
- Created a patent capture application for a major pharmaceutical company.

### April 1998 – May 2000 | Notre Dame College of Business, South Bend, Indiana

*Lab Administrator / Lead Developer*

- Administered 30 computer Windows NT network. Managed user accounts, network architecture, and web services.
- Designed and implemented an MIS Alumni web page and database using Active Server Pages, JavaScript and HTML. Developed an online auction application using Microsoft SQL Server and Active Server Pages.

## Education and Background

- BA in Management Information Systems (MIS), University of Notre Dame, 2000

## Patents and Publications

- “Minutiae fingerprint transactions” - [US 2006/0159316 A1](#)
- “Grid Licensing Server and fault tolerant grid system” - [US 2006/0282519 A1](#)

## Recent Project History

### Lead Architect / Developer, Agency Dashboard

- Created a multi-product, cross-platform mash-up, which allows Advertising Agencies easy management of the FAN product suite on behalf of their high profile clients.
- Worked closely with the operations team to create a highly scalable Ruby on Rails server platform based on Apache, Phusion Passenger, PostgreSQL and CentOS. Platform can be quickly “push-button” deployed to new servers using a combination of YUM and Puppet.
- Mentored junior development team on Ruby on Rails, MVC and REST best practices.
- Tools utilized: Ruby on Rails, PostgreSQL, Apache HTTPD, Phusion Passenger, Prototype, Scriptaculous

### Lead Architect / Developer, Audience Insights

- Responsible for lead design of an innovative web oriented charting architecture enabling easy embedding of charting components in multiple Fox Audience Network properties.
- Led design of a REST/JSONQuery-based server architecture, which allows real time querying of a large-scale web analytics data warehouse.
- Led development of a suite of dynamic SVG-based chart visualizations based on the DojoX Charting framework.
- Tools utilized: Dojo Toolkit, DojoX Charting, Persevere, PostgreSQL

### Senior Developer, Publisher Network Portal

- Developed complex publisher management and performance metrics web portal.
- Created an innovative REST API allowing external clients as well as internal FAN systems to fully consume rich portal data.
- Site is live at: <https://publishers.foxaudiencenetwork.com>
- Tools utilized: Spring Framework, Hibernate, Apache CXF (JAX-WS & JAX-RS), PostgreSQL, JasperServer, Apache Maven

### Lead Developer, LA County Services Locator

- Developed a highly dynamic GIS (geographic information system) mash-up utilizing data from the Google Maps API and existing customer legacy systems. The GIS application is a first of its kind Ruby on Rails deployment on z/Linux running on IBM zSeries 990 mainframes.
- Led Ruby on Rails training for large customer and IBM teams.
- Coached customer technical teams on SOA/WOA best practices.
- Site is live at: <http://maps.lacounty.gov>
- Tools utilized: Ruby on Rails, Google Maps API, AJAX, Mongrel, Apache HTTPD, Capistrano

### Lead Architect / Developer, RecycleBank

- Developed an incentive based recycling kiosk using the Ruby on Rails platform.
- Showed architectural leadership by creating API specifications (and implementations) for both backend XML-RPC services and client-side kiosk device code.
- Coached customer technical teams on API design and best practices.
- In depth project information and media coverage can be found at <http://seth.chisamore.com/2008/02/20/recyclebank-kiosks-are-live/>
- Images of the completed kiosk can be found at: <http://flickr.com/photos/chisamore/tags/recyclebank/>
- Tools utilized: Ruby on Rails, Mongrel, Apache HTTPD, Capistrano

## **Lead Developer / DBA, Smithsonian: National Museum of African American History and Culture**

- Developed a fully moderated community-based website that utilizes many “Web 2.0” mechanisms including user submitted content (photos, audio and text), tagging and favorites.
- Responsible for the creation of custom Capistrano scripts for complex multi-server deployments.
- Project profile: <http://www.ibm.com/software/ucd/gallery/services.html>
- Site is live at: <http://nmaahc.si.edu/>
- Tools utilized: Ruby on Rails, Mongrel, Apache HTTPD, Capistrano

## **Lead Architect / Developer, Major Retailer**

- Developed a beauty advisor kiosk for nationwide use in a major retail chain’s makeup department.
- Designed and developed a sales advisor REST API, that was consumed by a media-rich Flash UI. Reusable API will be leveraged for future retail engagements.
- Tools utilized: Restlet, Apache Geronimo, Apache HTTPD

## **Architect / Developer, Lifestyle Family Fitness**

- Developed low level device code for health club kiosk using VB.Net. Devices included: scale, blood pressure cuff, body fat device and barcode scanner.
- Code provided a common interface for all device types and shielded the complexities of the RS232 and USB communication protocols from the development team.
- Images of the completed kiosk can be found at: <http://www.flickr.com/photos/chisamore/tags/lifestylefamilyfitness/>
- Tools utilized: VB.Net, Visual Studio 2005

## **Developer, EternalEgypt.org**

- Integral member of a specialized IBM team that developed a complex real-time 3D kiosk application with a J2EE backend for data processing and collection. Kiosks deployed worldwide in participating museums and allow visitors to explore ancient Egyptian landmarks in real-time 3D.
- Aided in Virtools Scripting and behavior creation for real-time animation and interactivity of complex Maya 3D models.
- Created a custom kiosk installation system using Nullsoft Scriptable Install System (NSIS). In depth project information can be found at the [Eternal Egypt website](#).
- Images of the completed kiosk can be found at: <http://www.flickr.com/photos/chisamore/tags/eternalegypt/>
- Tools utilized: J2EE, Struts, Spring Framework, Jasper Reports, DHTML, JavaScript, Virtools, Nullsoft Scriptable Install System, Tomcat, DB2, Cloudscape

## **Lead Architect / Developer, NYC2012**

- Designed and developed a media rich kiosk/server infrastructure for promotion of New York City’s bid for the 2012 Olympic Summer games.
- Kiosk UI implemented in DHTML, JavaScript, Macromedia Flash and Java Applets with a J2EE backend for data processing and data collection. Java Media Framework was utilized for capture and processing of video stream from kiosk camera.
- Unique architecture allows kiosk to run in disconnected mode and synchronize all data to a central server when a network connection is present.
- Images of the completed kiosk can be found at: <http://flickr.com/photos/chisamore/tags/nyc2012/>
- Tools utilized: J2EE, Java Media Framework, Struts, DHTML, JavaScript, Adobe Flash, Tomcat, DB2, DB2 Everyplace

## Skills Summary

<b>Languages:</b>	Ruby, Java, PHP, XML / XSL, XHTML / DHTML, JavaScript / AJAX / DOM, CSS, RegEx, Perl, VB.Net
<b>APIs / Frameworks :</b>	Rails, JEE, JSE, SOA, WOA, SOAP/HTTP, REST, XML-RPC, Apache Axis, Apache CXF, Struts, Spring Framework, Spring MVC, JPA, Hibernate, Restlet, Log4j, JasperReports, JUnit, JiBX, Joomla
<b>RIA / AJAX</b>	Prototype, Scriptaculous, Dojo Toolkit, MochiKit, Yahoo UI
<b>RDBMS:</b>	PostgreSQL, DB2, MySQL, SQLite, Apache Derby, Oracle, Microsoft SQL Server, Microsoft Access
<b>Messaging:</b>	JMS, WebSphere MQ / MQ Series, WebSphere MQ Everyplace, MSMQ
<b>Web / Application Servers:</b>	Apache HTTPD, Apache Tomcat, Apache Geronimo, Mongrel, Passenger Phusion, WebSphere, JBoss
<b>Development / Design Tools:</b>	Capistrano, Subversion, Git, CVS, Apache Ant, Apache Maven, Eclipse, Aptana, Microsoft Visual Studio, UML, Microsoft Visio, Adobe Flash, Adobe Photoshop, VircTools, Nullsoft Scriptable Install System
<b>OS:</b>	*NIX (Linux, AIX, Solaris and OS X), Windows XP/2000/NT/9x
<b>Hardware:</b>	x86 Intel, IBM Netvista Kiosk / POS, IBM Anyplace Kiosk, Symbol Handhelds, IBM Everywhere Display

## References

Available on request.