

# Matthew Simon Ryan Cavalletto

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Senior web application developer and technology manager with over a decade of experience leading agile Internet product teams seeks a permanent position at a New York web startup or technology firm.

## Core Areas of Expertise

- Managing application development and technical processes for software projects and web startups.
- Design of web applications, from business analysis to user interaction to technical architecture.
- Hands-on experience building modern web applications using open-source platforms and toolkits.
- Agile project methodologies and coaching for new and growing technology development teams.

## EMPLOYMENT AND SELECTED CLIENTS

### Independent Consultant · Web Application Developer

**Jan 2010 – Present**

- Consultant and Custom Software Developer operating as an independent sole proprietorship.
- Provided support to Magnify.net, and built new prototypes for FluidSelf.com and YourStoryBox.com.
- Contributed more Perl libraries to open-source community; available at <http://search.cpan.org/~evo/>.
- Technologies included Perl, mod\_perl, Apache, MySQL, Linux, jQuery, JSON, REST, OAuth, oEmbed, and web APIs from Twitter, FourSquare, Bit.ly, Google, Embed.ly, Nimbb and other real-time services.

### Magnify Networks · Co-founder, CTO

**Jan 2006 – Dec 2009**

- Co-founder and Chief Technology Officer for an Internet startup offering a web video platform.
- Magnify's multimedia content management system allows clients to quickly build sites that host and aggregate videos, and can enable publishing integrations and social interaction around that content.
- Developed prototypes and demo sites to define the product and get feedback from early customers.
- Built large application in Perl, Mason, Memcached, Apache, mod\_backhand, MySQL, SVN, Linux.
- Hand-coded web interface in HTML and CSS, and used Prototype to added effects and AJAX.
- Developed all code for initial release of product, then managed team and project as company grew.
- Helped pitch venture investors, sat on corporate board, met clients to close and launch key accounts.
- Recruited in-house developers and independent contractors, and supervised all technical vendors.
- Managed technical operations for thousands of sites, serving million of dynamic requests per day.
- Wrote up technical and product documentation for investors, developers, and our customers.
- Built custom search engines for local content items and for feeds retrieved from outside sources.
- Processed user video uploads with MEncoder and On2Flix, and scaled images with ImageMagick.
- Automated updates to media files on Amazon S3, and file delivery through caching CDNs.
- Supported dozens of web service APIs to integrate with customer data and third party services.
- Built huge range of optional features and customizable settings to support diverse customer types.
- Provided a REST API for client access, and exchanged user information via OAuth and custom SSO.
- Integrated with major social media sites via a Facebook app, Twitter API calls, and viral embedding.
- Designed an iPhone application, built the back-end API for it, and supervised the client-side coding.
- Dealt with data and traffic growth by optimizing application code and scaling server infrastructure.
- Managed databases and analyzed performance, deploying multiple-master MySQL replication ring.
- Enabled the company to bloom from a vague initial idea to one of the top two thousand web sites.
- Customers included *The Weather Channel*, *New York Magazine*, *Rodale Magazines*, and *Etsy.com*.

### Independent Consultant · Web Application Developer

**Dec 2001 – Dec 2005**

- Project Manager and Senior Technologist for consulting, development and support contracts.
- Created interactive web sites with e-commerce, content management and multimedia features.
- Optimized application performance and managed Internet server infrastructure as sites scaled up.
- Clients included *Evolution Robotics*, *Per Scholas*, *Columbia Presbyterian*, and *Stanford University*.

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## Stanford University, Diver Project

2005 – 2006

- Application design and rapid prototyping for effort to commercialize an academic research project.
- Enhanced web interface for a video mashup and markup application, and Identified new uses for it.
- Technologies included PHP, Flash and Flash Communication Server, AJAX, Apache, MySQL, Linux.

## Professional Examination Service

1999 – 2005

- Application developer and integration consultant for a non-profit that administers licensing exams.
- Created public-facing secure web interface for registration and payment that interfaced with client's pre-existing application software and idiosyncratic legacy database service.
- Technologies used included Apache, Perl, Mason, ICVerify, DBI, ODBC, Progress RDBMS, Solaris.

## WhenU.com

2000 – 2004

- Dynamic Web Server Engineer and Technology Consultant for rapidly-growing online marketing firm.
- Optimized server-side web and database application software created by their in-house Developers.
- Managed server and network engineering for colo build-out from two servers to over twenty.
- Technologies included Apache, Perl, MySQL, Linux, load-balancing and cluster-management tools.

## Columbia Presbyterian Medical Center, Pediatric Psychiatry Department

2001 – 2003

- System Architect and Senior Developer for web-based medical records intranet application.
- Web interface allows clinical staff to rapidly enter, review, and update various forms in patient charts.
- Adhered to various compliance requirements, including generating a paper trail for audit purposes.
- Technologies included Perl, MySQL, Apache, and FreeBSD, deployed on-site at their facility.

## **Evolution Online Systems · Managing Partner**

**Oct 1994 – Nov 2001**

- Senior Partner and Lead Developer for an internet technology and web development company.
- Project Manager and senior technologist for development contracts with dozens of clients.
- Created interactive web sites with e-commerce, content management and multimedia features.
- Managed and mentored a team of up to a dozen Perl web developers and systems engineers.
- General business management including financial oversight and human resources administration.

## CelebrateSomebody.com

1999 – 2001

- Senior Developer and Project Manager building an e-commerce site for a custom printing service.
- Collaborative content system integrates users' comments and submissions with dynamic graphics generation and automated layout, with online previews and purchase of PDFs or printed books.
- Technologies included Perl, Apache, MySQL, PostScript, Adobe Distiller, CyberSource, and Solaris.

## Chicago Academy of Sciences

1999 – 2000

- Lead Software Developer for an educational museum kiosk system with interactive courseware.
- Created a content management system and supporting software that managed a network of 40 iMacs.
- Technologies included Apache, Perl, MySQL, Solaris, Mac OS X, NetBoot Server, and Mac Manager.

## Eyeglasses.com

1999 – 2000

- Lead Developer and Project Manager for public e-commerce site with custom eyewear preview.
- Built a product catalog and e-commerce system and integrated a face-recognition toolkit to produce custom previews of eyewear on the face of a user-uploaded photograph or one of the stock models.
- Technologies used included Apache, Perl, DBI, MySQL, Visionics Facelt, CyberSource, and FreeBSD.

## Bluefly.com

1998 – 1999

- Project Manager and Developer for a major consumer retail site built for high-fashion closeout sales.
- Created sophisticated product catalog system with live inventory management backend that let the company handle odd lots of third-party merchandise and designer clearance with rapid turnover.

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- Technologies used included Active Server Pages, VBScript, Microsoft Commerce Server, Microsoft SQL Server and Windows NT, with third-party managed servers and hardware load-balancing.

## IntraNetics 1996 – 1998

- Lead Developer for a shrink-wrapped intranet server software product made for small businesses.
- System was run on an office computer to provide employees with general-purpose private intranet apps, like contact lists, web calendars, and document sharing.
- Web-based management console allowed office IT staff administer the system easily and extend it by defining custom data sets for their own business applications without learning new web skills.
- Technologies used included Perl, FastCGI, ODBC, SQL Server, Windows NT, and InstallShield.
- Incubated by idealab!, and then spun out as an independent company; later versions were a hosted offering named Intranets.com, which was then acquired by WebEx and is now known as WebOffice.

## Nature America Magazines 1995 – 1996

- Lead Developer and Project Manager for a public web portal for monthly scientific journals.
- Custom built an early web-based content management and dynamic web publishing system.
- Enabled magazine advertising team to sell sponsored listings in a web directory of industry contacts.
- Technologies used included Apache, Perl, mSQL, Solaris, Sun SparcServers, and a T1 connection.

## **Independent Consultant · Business Computing Services** **Jan 1991 – Sep 1994**

- Contractor working for clients in financial services, publishing, and healthcare fields.
- Provided desktop publishing, LAN management, and custom database development services.
- Clients included *Daiwa America*, *Brean Murray Foster Securities*, and *Phantom Access Technologies*.

## Columbia Presbyterian Medical Center, Special Needs Clinic 1993 – 1995

- Primary developer of a medical records database for hospital clinic paperwork management.
- Enabled rapid statistical analysis across patient interaction histories to produce compliance reports for government agencies, and generated research data that strengthened key grant-writing efforts.
- Initially built in FileMaker on Windows 3.1, and then migrated to Microsoft Access on Windows 95. (This system is still running today, on more modern versions of Microsoft Access and SQL Server.)

## EDUCATION

### **Columbia University, Applied Technology Program** **1993 – 1994**

- Professional development training including development methodologies and computer languages.

### **Columbia University, School of General Studies** **1990 – 1992**

- Undergraduate computer science foundations including calculus, algorithms, and data structures.

### **The Cooper Union** **1990 – 1991**

- Exchange classes on the history and sociology of technology.

### **The New School, Lang College** **1989 – 1991**

- Undergraduate liberal arts curriculum with a focus on politics, cultural theory and philosophy.

### **Stuyvesant High School** **1985 – 1989**

- Debate team member.

**REFERENCES AVAILABLE UPON REQUEST**