



Michael Lake

+1 434-202-9223

mlake@alleywayconsulting.com

Charlottesville, VA

Architecture - Development - Leadership

Pragmatic problem-solver with over ten years experience developing software and leading teams.

Emphasizes high-throughput iterative workflows to mitigate risk and maintain momentum.

Technical Skills

PLATFORMS

Android(6 apps), iOS(2 apps), Java Servlets (10+)

LANGUAGES

Java, JavaScript/HTML5/CSS, Python, PHP,
Objective-C, Bash, Scala

CLOUD/SERVER SOFTWARE

Amazon Web Services, Google APIs (App Engine, Data, Visualization, Maps), general REST API creation/consumption, Apache, Nginx, Jetty, Tomcat, MySQL, Mongo

TOOLS

IntelliJ IDEA, YouTrack, TeamCity, JIRA, Git, OmniGraffle

Professional History

ALLEYWAY CONSULTING, LLC | CHARLOTTESVILLE, VA — 2015–PRESENT

Alleyway Consulting provides custom software solutions and team-augmenting.

PRINCIPAL – CURRENT

WILLOWTREE, INC | CHARLOTTESVILLE, VA — 2009–2015

DIRECTOR OF REPORTING AND ANALYTICS (11 MONTHS)

- Pioneered process to accurately implement mobile analytics correctly across various teams
- Created two products:
 - TrailMarker: iOS & Android libraries with plugin architecture to QA analytics in real-time using any analytics library
 - Mobile Performance Indicator: patent-pending visual depiction of app crashes across varying devices & environments

VICE PRESIDENT OF SOLUTIONS ARCHITECTURE (7 MONTHS)

- Assessed feasibility, technical architecture, and cost estimation for projects varying from \$50k to over \$1M
- Business development and networking at various conferences with frequent on-site visits with business leads

VICE PRESIDENT OF ENGINEERING (1 YEAR, 2 MONTHS)

- Involved with internal process creation and hiring/team selection
- Management and quarterly reviews of engineering staff during mid-size business growth period (30+ employees)

ANDROID TEAM LEAD (7 MONTHS)

- Streamlined IDEs and toolset for team of around a dozen while working “in the trenches” on My Baby Today and My Pregnancy Today Android apps (multilingual content apps with millions of downloads)

ANDROID DEVELOPER (11 MONTHS)

DEVOPS CONSULTANT (1 YEAR, 6 MONTHS)

MUSICTODAY | CHARLOTTESVILLE, VA — 2006–2008

SOFTWARE ENGINEER, PORTALS DIVISION (1 YEAR, 10 MONTHS)

- Introduced build tools and unit testing
- Operated on various projects ranging from mass automated media encoding to architecture of web services for internal database integration
- Gained experience running operations in a high-volume clustered environment

NETVUE, LLC | CHARLOTTESVILLE, VA — 2005 – 2006

SKY TELECOM | VIENTIANE, LAOS — 2005

INDEPENDENT CONSULTANT | CHARLOTTESVILLE, VA — 2003–2004