



Michael Lake

Architecture - Development - Leadership

AlleywayConsulting.com

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Charlottesville, VA

Michael is a lifelong learner with a passion for pioneering new territory. He has spent most of his career in web and mobile app development helping to build start-ups. Michael is well-suited wrangling chaotic new ideas into functioning systems with an iterative, pragmatic approach. He is both individual contributor and seasoned manager.

Experience & Skills

ANDROID APPS

11

iOS APPS

2

JAVA SERVLETS

10+

RESPONSIVE WEB

6

LANGUAGES

Java
JavaScript
HTML5
CSS
Python
PHP
Obj-C
Swift
Kotlin

APIs & SDKs

Google Maps & Leaflet/Mapbox
Google Firebase
Bar/QR-code creation & reading
PDF generation/manipulation
Video capture/manipulation
Bluetooth
Google Analytics
Visualizations & Graphing
Amazon, eBay & PayPal integration

TOOLSET

IntelliJ IDEA
Android Studio
Xcode
YouTrack/JIRA
TeamCity
Linux (Ubuntu)
Tomcat/Jetty
MySQL/Mongo
Nginx/Apache

Professional History

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

PRINCIPAL

- Client work:
 - Watch Ya Mouth™: digital-companion apps to nationally-acclaimed party game
 - Tech Tour Map: responsive-web mapping for Charlottesville Business Innovation Council
 - Mobile ID: Bluetooth scanner app for livestock management
 - BevWatch: Android Wear algorithm development for hydration-management
- Products:
 - Chug Time™ for Android Wear: <https://chugtimeapp.com>
 - Gift Ticket™: <https://thegiftticket.com>
 - Cvillization: <http://cvillization.com> (community/mentorship project)

WILLOWTREE, INC | CHARLOTTESVILLE, VA — 2009-2015

DIRECTOR OF REPORTING AND ANALYTICS (11 MONTHS)

- Pioneered process to accurately implement mobile analytics correctly across various teams
- Self-directed creation of 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)

- 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 10+
- Pair-programming and code reviews
- Developed 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 consistent build tools and unit-testing to team
- Architected and delivered enterprise J2EE web services
- Created efficient multi-format media-encoding tool for live concert uploads
- Deployed to high-availability, clustered environment across dozens of servers

NETVUE, LLC | CHARLOTTESVILLE, VA — 2005-2006

PRINCIPAL (1 YEAR)

- Developed proprietary internet search software

SKY TELECOM | VIENTIANE, LAOS — 2005

INTERNET SERVICES MANAGER (6 MONTHS)

- Developed ISP for launch in Laos

NEXET CORPORATION/FIRSTNET | CHARLOTTESVILLE, VA — 2000-2001

SYSTEMS ADMINISTRATION (1 YEAR)

- CCNA certification

Personal Interests

Food, travel, aviation, & scuba diving