# Dana Smith

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## Software Development Manager

### Summary

As both a Development and Project Manager, I've led countless software releases over the last 12 years. My projects cover the spectrum, from ones small enough to fit on a floppy, to massive efforts with teams spanning the globe, to iOS Apps. Careful analysis and insight gained from my experience allow me to identify key risks in each project; strong interpersonal and leadership skills help me adapt the organization to mitigate those risks. As a result, not only do I lead successful projects, I help build high performance cultures.

##### Relevant Skills and Experience:

* 17 years total development experience, 12 managing software development projects through all phases of the life cycle
* Timely delivery of software, balancing interests of all stakeholders to achieve optimum quality
* Leading teams of 20+ geographically dispersed people
* Extensive understanding of Agile Software Methodologies (Scrum, Extreme Programming, TDD), PMI PMBoK, CMMI, and ISO
* Generating loyalty and commitment in staff
* Strong negotiation and consensus building skills
* Intensely analytical and engaged by challenges

### Work History

#### Autodesk: 2011 - Present

Role: **Team Lead**

Technology: Objective C, iOS SDK, CoreGraphics, CoreImage, CoreData

Major Product: Pixlr-o-matic for the iPhone

Business: The Pixlr team is part of Autodesk’s Consumer Group, a start-up culture within the large company

* One of 2 developers implementing a product that now has 7 million users and 4.5 stars
* Ported image processing code from Action Script to Objective C and implemented in app purchase
* Grew team to 5 members, and supported off shore developers working on the Android version
* Managed a high level of communication between developers and designers

#### Autodesk: 2008 - 2011

Role: **Software Development Manager**

Technology: C++, Windows, Mac, Image Processing

Major Products: Sketchbook Designer

Business: Autodesk, best known for its AutoCAD software, is a provider of design and engineering software

* Applied Agile principles to bring focus to a disorganized project that had shown little progress
* Built an environment of trust to fix dynamic issues across the entire project team
* Improved morale, and addressed growing retention problems
* Guided the project through demonstrations, trade shows, Beta releases and its three releases
* Managed 11 developers on 3 different teams spread between Toronto, Detroit, and Portland
* Coordinated with a team of 14 developers in Shanghai China who contribute to the same project

#### EVault: 2007 - 2008

Role: **Director of Software Development**

Technology: C++, C#, SaaS

Major Products: InfoStage Director, Agent, and Web Central Control

Business: EVault provides software and services to protect client’s corporate data by performing disk-to-disk backups over the internet

* Transformed the existing iterative process into a proper Scrum implementation
* Improved morale, and addressed growing retention problems
* Recognized a significant problem in Design Debt and began executing a strategy to correct it
* Worked with team leads continually to identify and remove roadblocks to their success
* Delivered 3 major release, two patches, and numerous minor releases within 6 months

#### Texas Instruments: 2004 - 2007

Role: **Project Manager, DSP Software Development Organization**

Technology: Java, Eclipse, XML, C++, C#

Major Products: Code Composer Studio, System Analyzer, Trace Analyzer

Business: The Software Development Organization produced an Integrated Development Environment for developers writing firmware to execute on Texas Instruments DSP chips.

* Scaled my management skills to very large projects with teams in up to 7 geographic areas
* Managed multiple concurrent projects: as many as 4 at a time
* Learned to negotiate for resources in a matrix organization
* Successfully released 7 products in three years
* Communicated progress to executives, customers, and stakeholders through regular meetings and presentations
* Championed the introduction of various Agile practices at the Toronto site
* Honed my skills at influencing without authority

#### Corel Corporation: 2002 - 2004

Role: **New Ventures Development Manager**

Technology: C++, C#, XML, SVG, Javascript, Perl, Design Patterns, Windows, TabletPC, Macintosh

Major Products: Grafigo, SVG Viewer

Business: The New Ventures group was focused on evolving new graphics technologies to carry Corel forward.

* Managed a team of 19 divided across three different products
* Evolved a trusting, empowering and supportive management style, focused on satisfying the customer’s needs
* Chosen to rescue two ailing projects, and to prove another wasn’t viable, through the application of Agile methods
* Practices and culture were passed on to other development groups, resulting in an on-going evaluation of their place in the software development process
* One product, Grafigo, Won Best of Comdex 2002, Personal Software Category as the first drawing application for the Tablet PC platform

#### Corel Corporation: 1999 - 2002

Role: **Pixel Effects Development Manager**

Technology: C++, C#, XML, SVG, Javascript, Perl, Design Patterns, Windows, TabletPC, Macintosh

Major Products: CorelDRAW! Suite, Painter, Kai’s Power Tools

Business: The Graphics development organization produced the CorelDRAW! Suite of graphics authoring software

* Managed a team of 14 divided across 3 products
* Successfully released 6 products in 3 years
* Adopted a management style focusing on performance improvement and team coaching
* Worked with other Development Managers to develop and institute a formal software development process
* Recognized shortcomings in the process and continued refining it to address them
  + Lead the Software Process Improvement Group
  + Introduced prototyping to support the customer’s exploration of their own ideas
  + Began using the idea of estimate ‘uncertainty’ and used it to mathematically buffer time estimates

#### Corel Corporation: 1995 - 1999

**Role: Software Developer, Corel PHOTO-PAINT**

* OO development in C++/MFC/Win32
* File I/O specialist: EPS and QuickTime in particular
* Responsible for Brush and Clone tools
* Spear-headed product componentization and creation of PHOTO-PAINT X, a component based application
* Took a quality minded, creative approach to programming

### Education

#### Bachelor of Applied Science, Systems Design Engineering

##### University of Waterloo

Systems Design Engineering is meant to give students a broad perspective on the Engineering profession. We learned something from each of the other engineering disciplines in our first 2 years and spent the second two learning how to synthesize operational systems from disparate components. I chose to specialize in software and was granted an option in Computer Engineering