George Baldwin

Software Developer | 07760 883 966 | georgebaldwin@me.com | Lewes, United Kingdom

Microsoft Certified Software Engineer (MCSA, MCSD) offering over 8 years of experience in Microsoft .NET and Apple FileMaker technologies. A Creative and dynamic developer with proven expertise in consistently delivering scalable solutions in AGILE and SCRUM based teams. Leverages exemplary communication and in-person meetings to establish presence while fostering continuous client engagement. Adept at working effectively to achieve goals both as a cross-functional team member and individual contributor.

TECHNICAL SKILLS

- HTML5/CSS3/BOOTSTRAP 5
- JAVASCRIPT (ES6, JQuery, Vue.js (basic use), Vuetify, Node, NuGet).
- Microsoft Stack
    - ASP .NET MVC.
    - ASP .NET Identity.
    - C#/LINQ/Razor.
    - WEB API 2.0.
    - Fluent API.
    - Entity Framework.
    - Automapper configuration.
    - Ninject Dependency Injection for Web API.
    - Castle Query Dynamic LINQ Query builder.
    - C# Razor Views currently testing out Blazor for future use in projects.
    - Visual Studio 2017.
    - TFS.
    - SQL/T-SQL/SSMS.
    - Microsoft Certified Developer (C# and MVC Design pattern examinations passed).
- Powershell and the powershell ISE.
- Other source control platform experience: GIT, Mercurial (basic use).
- SOLID Principles and good OO disciplines adhering to the four pillars of excellence.
- CI and CD Pipeline experience using TeamCity and Octopus Deploy.
- Automation Stack
    - SpecFlow.
    - Selenium WebDriver.
    - Evangelising new testing frameworks in our team with Taiko and Gauge.
    - Continuous Testing using Saucelabs technology.
    - BDD practises using the Gherkin methodology.
    - TDD using Mocks & Stubs and Operational Unit of Work (UoW)
- Atlassian Technologies (JIRA, Confluence).

- FileMaker stack
    - FileMaker Certified Developer (passed technical exam).
    - Experienced with FileMaker Pro AdVanced 12 thru 17.
    - FileMaker WebDirect.
    - FileMaker Server.
    - 3rd party plugin experience with PHP SmartPill, 2EmpowerFM Toolkit, BaseElements SQL tools and release management software and HiCharts.js.
    - Single file, Multi file and Connector-Selector design patterns.

PRACTICAL SKILLS

- AGILE methodology (SCRUM & KANBAN).
- Solid understanding of cross-browser issues.
- Experienced in working towards strict deadlines, prioritising what is needed to achieve MVP.
- Experience with mentoring less-experienced members of the team on graduate schemes.
- Holding 'Three-Amigos' sessions with product managers and testers to clarify work to be undertaken.
- Educated in the importance of digital media, print and corporate branding.
- Involved in Tech days, Hackathons and organising social events for developers to meet each other in the organisation.
- Regularly stand in for SCRUM masters to help hold stand-ups, retrospectives and Sprint planning sessions.
- Interviewing candidates for developer roles using practical tests and lominger competencies.

Software Engineer, Sky PLC

MARCH 2015 - PRESENT

I am currently involved with developing Sky Media's set of self-serve ad management and campaign analytics platforms, allowing users to plan, evaluate and optimize effectiveness across Digital, VoD, Broadcast TV, Addressable TV and Programmatic, all within an AGILE/SCRUM based environment.

SKY | PROJECTS

Sky Results Attribution

Sky RA was a product that allowed agencies to upload sales outcomes against Performance Evaluations run between two similar advertising campaigns to generate custom reports. I had to liaise with leaders from the advertising team to build a tool which was easy to use and saved valuable resources by automatically giving them a concise overview of their outcome data to send to their clients. I built a report robot for the existing FileMaker system which load-balanced the ever increasing demand to generate these reports across the company. Triggers in FileMaker alongside using Windows Powershell and the HighCharts Javascript library empowered me to be able to get this from being a concept to rollout in eight months.

Sky Analytics

Sky Analytics is now a major cornerstone in Sky Advertising Technology and now a major player worldwide. The tool is not only used by advertisers and agencies to Plan, Run and evaluate their campaigns using sales outcome data, but gives the client the ability to target household-level attributes on a map by selecting Mosaic demographics of a particular type (high-earners, children in household etc) and create a segment to target the individuals they want their localised campaigns to see on their Sky devices and apps. The challenge was to fully utilize Skys unique clean data set, with over 40% of fully verified physical Sky devices in all UK households.

This project started just over four years ago, where I was one of three developers tasked to take this concept and create it using the power Microsoft technologies and Vue.js (previously outlined). We are now fifteen developers strong and the product is now worth tens of millions a year to the cooperation, with all of Sky's major advertising clients using it to target their advertising thanks to our efforts.

SKY | OTHER RESPONSIBILITIES

- I regularly partake in public speaking events to the Sky cooperation about Sky Analytics on their away days and annual events. I recently spoke at a company-wide event about our product and a new case study about how Continuous Deployment is the future for our release lifecycles. This was watched by over four hundred people in a live setting, with hundreds more watching over livestream from Germany, Italy, Portugal and the USA. These talks always include Q&A sessions with company leaders and product shareholders.
- I am responsible for all Swagger via Swashbuckle and Confluence documentation that goes into our product, and continually hold meetings on best practises around clean code and good documentation for new features being introduced.
- I help to facilitate Penetration testing annually for our advertising technology systems, constantly refining the process and ensuring our info pack meets company wide standards.
- I helped write almost all of our current automation suite using SpecFlow with Selenium WebDriver. I started building this during self improvement sessions and wanted to highlight the importance of covering off regression using automation so our manual efforts focus on newly introduced features. This solution now has over 400 test covering all major parts of Sky Analytics following BDD methodologies.
- I have written an on-boarding program for new developers joining our team so they can fully get to grips with our mission statement, our standards and what all the confusing acronyms mean. This is now used across AdTech as a guideline for newcomers joining Sky.
- I have constantly strived to evangelize new and innovative ways of working whilst I have worked here, from writing case studies on Continuous Deployment, helping to get on board front-end talent working primarily with progressive JS frameworks (thus introducing Vue to the mix), and helping to standardize coding practises across the team without taking away the creative aspect and individuality of the developers input.
- For five months, I had to also act as a stand-in SCRUM Master as well as continuing development on AdTech products. This included daily stand ups, addressing concerns from the team and aligning with management, as well as facilitating team retrospectives and Sprint planning sessions. I was given a 'Believing in Better' award for stepping in without being asked to take on this role before a new SCRUM Master could join our team.

Technologies used: ASP .NET MVC, ASP .NET Identity, C#, Razor, Web API, Fluent API, Castle Query, LINQ, Entity Framework, JQuery, Vue.js (basic use), Vuetify, Select PDF, XLS Beautifier, Powershell, SpecFlow, Selenium WebDriver, SQL/T-SQL.

Methodologies used: TDD, BDD, SOLID, OOP, AGILE, SCRUM, KANBAN, CI and CD, MVP, Operational Unit of Work.

Software Developer, iSOS

JULY 2011 - MARCH 2015

In this role, I planned, proposed, developed and maintained FileMaker solutions and developed APIs for a myriad of different companies including the University of Brighton, Bartercard, Hearts of London (retail systems) and Virgin Atlantic amongst others. I gained my first hands-on experience here with .NET technologies and worked hard to become a Senior FileMaker Developer, and helped to trained other FileMaker developers working within other business to help realise their potential and streamline their existing solutions. The projects outlined below are ones I worked on as the standalone developer and project lead, handling client relations, budget and development whilst always managing deliverable expectations.

PROJECTS

University of Brighton Education

For this project, I was asked to develop a new front and band end solution to manage attendance to all courses run by the University of Brighton Education department. This required connecting to an existing database via ODBC and creating an easy-to-use interface which could also be accessed via iPad. I worked closely with their IT department to make sure of an easy and almost seamless transition into using the newer system, and held bi-weekly hands-on sessions with the department so they could see how the system was progressing which also included demos and feedback sessions. This section of the system is now heavily used by a team of twenty UoBE employees to on-board, track, grade and report on students and attendance records.

Hearts of London

This project required me to work in the heart of Farringdons diamond trade with Hearts of London, which was then still setting up their new offices on the high street. They wanted a beautiful and elegant UI to match with their surroundings that they could use to quote customers on weddings bands and customised diamonds. Brett (the company owner) and I successfully built the industries first online wedding band calculator, which allowed staff to build a band specification from scratch using real images from scanned in stock (which was also another bespoke part of the retail system I went on to build) to build a picture of the end product and give them real-time prices and margins from the Gemological Institute of America API that connected to the DeBeers exchange. By the time the store was open in late 2014, Brett and his team had a system that handled stock, send part orders to manufacturers, created quotes and matched the interior design of the immaculately presented store.

Virgin Atlantic

I worked with Virgin Atlantic along with another Senior Developer to help them build a system which enabled airline staff to conduct pre-flight checks on facilities and items required for safety reset. This was built primarily for use on iPad which allowed the staff to walk around a disembarked plane to check all standard safety measures were still in place and itinerary was replenished for new embarking customers. They could put in a flight number and model which brought up the exact flight record with a new checklist to keep for logging measures and could take a manual signature by the person in charge of the audit. We worked alongside safety teams based in Virgin Atlantic's HQ in Crawley to come up with an experience that was easy to use and complied with branding and Virgins own high software standards. To this day, Virgin remain one of iSOS biggest customers and were delighted with the results.

Technologies used: FileMaker, FileMaker Server, WebDirect, ASP .NET MVC, Web API, Javascript (vanilla).

Methodologies used: AGILE, KANBAN, Waterfall, TDD.

Hardware and Software Technician, Apple

APRIL 2008 - MONTH JULY 2011

As an Apple Certified Hardware and Software technician (ACMT) I worked hard to resolve issues with Apple products and helped customers with their queries on their devices whilst managing their expectations. I passed Apples rigorous four stage interview process to help business customers with their technical issues and expanded greatly on my soft skills whilst completing repairs and consultations in a timely manner. The following expectations were part of my everyday role:

- Book in repairs with existing business clients and carry out said repairs whilst practising an 'under promise, over deliver' premise at all times.
- Looking out for acquisition opportunities by getting new business on board with Apples One-To-One program.
- Holding workshops on how to use professional Apple software such as Logic, Final Cut and iWork.
- Completing Apples Hardware and Software examinations on an annual basis.

Technologies used: Apple Hardware and Software diagnostics, Apples in-house administration and booking tools.

Methodologies used: Apples own Credo and guide to customer excellence, Lominger competencies.

EDUCATION & ACCREDITATIONS

MCSA - Web Applications, Microsoft
2019 Accredited

MCSD - App Builder, Microsoft
2019 Accredited

Exam 483: Programming in C#, Microsoft
2018 Accredited

Exam 486: Developing ASP .NET MVC Web Applications, Microsoft
2019 Accredited

FileMaker Certified Developer, Apple Inc
2015 Accredited

Apple Certified Hardware and Software Technician, Apple Inc
2012 Accredited

1st Class Degree in Modern Composition, Sussex University
2003 - 2006

OTHER INTERESTS

- I am also a professional musician (when I have the time). I have played with Roxy Music, stage shows for The Mighty Boosh and Rag 'n' Bone man. My recent project was with Andy McKay of Roxy music, where we played new music from his latest album as the Queen Elizabeth Hall at the Southbank Centre in London to a packed audience. I love almost all types of music and am a huge music technology geek.
- I love to take part in hack days and developer social events. I recently went to QCON of my own accord and it was an incredible experience and will try to every year if I can.
- I love travelling and have recently completed one of my lifetime goals of road tripping across Canada.

IMPORTANT EXTRAS

- I have the right to live and work in the UK.
- I have a full clean UK Drivers license.
- References are available upon request.