TERRY S. FRANCIS

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404-855-0995

Principal Engineer

Financial Services, Healthcare, Insurance, Travel, Consulting Services, Retail, Automotive

Proactive senior software engineer who specializes in leveraging best-in-class principles and practices to architect and develop solutions that fulfill business objectives and maximize return on investment. Simultaneously providing value to customers and cultivating a team culture that engenders professional and personal growth for team members. A well-rounded, full-stack software engineer with both front office and back-office experience, who brings a broad understanding of technology, leadership, and the interrelationships between people, processes, and operations in complex business environments.

EXPERIENCE

BlackRock   Atlanta, GA

Director *(January 2023 - Present)*
Vice President *(October 2019 – December 2022)*
Terry is the Product and Engineering Leader of the Aladdin Design System which is a library of standardized Web Components that are version controlled and are composed to build one or more products. The Aladdin Design System has been the locus of transformation for over three hundred legacy Aladdin Applications in need of modernization. Terry leads a team of UI Engineers, QA Testers, UX and Visual Designers that provide the tools, shared styles, and detailed documentation that enables application teams to share learnings across silos, avoid duplicate work and focus more on user experience problems rather than UI problems.

Key Activities:
- Planning engineering strategies User Experience Engineering
- Determining Aladdin Design System goals and creating implementation plans
- Providing expert advice to other engineers
- Implementing process improvements

Perficient   Atlanta, GA

Technical Architect *(January 2019 - October 2019)*
Provided architectural oversight and account leadership for design and development of React.js/Node.js applications. Ensured quality and consistency of the applications architecture across the system and provided technical guidance to the development teams. Defined application architectures and recommended courses of action to ensure technology is consistent, usable, secure and adds value to the business.

- **Florida Blue**
  Sr. Technical Architect

  Led a team developing a new React application and architected and developed Single Sign On Security using JSON Web Tokens (JWT) for user authentication and authorization. Application was developed using Node.js, Express.js, JavaScript, React, Redux, React Router, HTML5, CSS3, Material-UI, Redux-Form, Git, GitLab, NPM, OpenShift and Jenkins.

Travel Syndication Technology   Atlanta, GA

User Interface Engineer *(August 2018 – December 2018)*
Developed new React components and update legacy Angular components for white-label web applications using REST, Node.js, MySQL, MongoDB, Nginx, JavaScript, React/Redux, AngularJS, HTML5, CSS3, SASS, Less, Antd, Jest, Cypress, Gulp, Webpack, Browserstack, Git, GitHub, NPM, Yarn, Docker Compose and Jenkins.

KPG Softworks   Atlanta, GA
CEO *(December 2014 – December 2018)*
Provided software engineering expertise to design, develop, and test computer applications, web applications, and websites using REST, AJAX, Node.js, AWS, JavaScript (ES6), React/Redux, jQuery, HTML5, CSS3, Bootstrap, C#, VB.NET, Razor, SQL, LINQ, AngularJS, XQuery, JSP, JSF, and ASP.NET. Provided technical expertise of MarkLogic (non-relational/NoSQL database) to solve big data challenges with data volume, variety, velocity, and complexity. In addition, provided technical expertise of best in class web content management systems (WCMS) and content management systems (CMS) such as SDL Tridion and Sitecore to guide large client organizations in designing, developing, and implementing websites and web applications (desktop/tablet/mobile).

- **CareerFoundry**
  Full-Stack JavaScript Course Writer *(October 2018 – November 2018)*

  CareerFoundry offers courses in UX Design, UI Design, Web Development and iOS Development, as well as specialization courses for qualified designers in Frontend Development for Designers, UI for UX Designers (built with InVision), and Voice User Interface Design (built with Amazon Alexa).

  Project Goal: Write course material on how to create a REST API using Node.js.

- **SapientRazorfish**
  Senior Frontend Developer [FStone] *(May 2018 – July 2018)*

  In late 2016, digital agencies SapientNitro and Razorfish merged to form one global entity: SapientRazorfish. The agency helps companies reposition their branding and business model to be more customer-centric, concentrating their efforts where it's most valuable to optimize relationships — and profits.

  Project Goal: Update The Children's Place Web and Mobile Apps to add new Loyalty Program pages and components.

- **AutoTrader**
  User Interface Engineer [Veredus] *(June 2015 – May 2018)*
  An online marketplace for car shoppers and sellers. It aggregates millions of new, used, and certified second-hand cars from thousands of dealers and private sellers.

  Project Goal: Migrate legacy web pages from JSP/JSF to ReactJS and make them Responsive (RWD).

- **Abbott Nutrition**
  Tridion Developer / Architect [Cognizant] *(February 2015 – April 2015)*
  Abbott Nutrition develops, produces, and markets science-based nutritional products to support the growth, health, and wellness of people of various ages.

  Project Goal: Re-architect Tridion BluePrint for over 160 websites, migrate websites into Tridion, and develop new pages and functionality.

- **Centers for Medicare & Medicaid Services**
  MarkLogic Consultant [Accenture Federal Services via MarkLogic] *(December 2014 – February 2015)*
  CMS covers 100 million people through Medicare, Medicaid, the Children's Health Insurance Program, and the Health Insurance Marketplace.

  Project Goal: Process the override Benefit Enrollment Maintenance transactions in order to update the Federally Facilitated Marketplace with corrected Insurance Applications and Insurance Plan Policies

State Farm   Atlanta, GA
Lead Systems Analyst *(July 2014 - November 2014)*
Led the DVTS (Digital Visual Template System) Systems team to design, develop, and test the creation and maintenance of web based applications using HTML/HTML5, CSS/CSS3, Bootstrap, JavaScript, jQuery, Mustache, SDL Tridion 2013, and Brackets. Designed and developed a responsive web application using Google Maps JavaScript API v3 to display up to 25 agent offices or service center locations in a specified city or zip code.

Tahzoo (formerly HintTech)   Atlanta, GA
Sr. Technical Consultant *(October 2012 - July 2014)*

Provided technical expertise of best in class web content management systems (WCMS) and content management systems (CMS) such as SDL Tridion, Sitecore, EMC Documentum xCP, and ADAM to guide large client organizations in designing, developing, and implementing websites and web applications (mobile and desktop) incorporating development platforms like ASP.NET (C#, Razor, JavaScript), Netbiscuits (Tactile BiscuitML, JavaScript) and Service2Media (JSON). Attained *SDL Tridion 2011 Certified Developer* certification from SDL and *Sitecore .NET Certified Developer* certification from Sitecore. Developed a mobile website and mobile native app integrating SDL Web 8, Netbiscuits, and Service2Media (Tactile BiscuitML, JSON, OData, JavaScript). Developed a SDL Tridion GUI Extension integratiing Tridion and WordPress (XML RPC WordPress API, Javascript, ASP.NET, C#). Developed an ASP.NET application (C# and Tridion Core Service), which copies SDL Tridion content from one publication to another.

- **RILM** *(April 2014 – July 2014)*
  Répertoire International de Littérature Musicale (RILM) publishes a comprehensive bibliography of writings on music serving the global music research community. Today RILM abstracts of music literature has over 760,000 records in 171 languages from 174 countries. RILM retrospective abstracts of music literature, which comprises records for publications from before 1967, contains over 23,000 entries covering all document types. RILM's International Center is housed at the CUNY Graduate Center in New York City.

  Project Goal: Design and develop a custom Content Management System

- **Experian** *(December 2013 – March 2014)*
  Experian (LSS: UK:EXPN) is a global leader in providing information, analytical tools and marketing services to organizations and consumers to help manage the risk and reward of commercial and financial decisions. Using our comprehensive understanding of individuals, markets and economies, we help organizations find, develop and manage customer relationships to make their businesses more profitable.

  Project Goal: Migrate the CreditExpert website into Tridion

- **Experian** *(July 2013 – December 2013)*
  Experian (LSS: UK:EXPN) is a global leader in providing information, analytical tools and marketing services to organizations and consumers to help manage the risk and reward of commercial and financial decisions. Using our comprehensive understanding of individuals, markets and economies, we help organizations find, develop and manage customer relationships to make their businesses more profitable.

  Project Goal: Develop the CreditExpert mobile website in Tridion

- **Experian** *(July 2013 – October 2013)*
  Experian (LSS: UK:EXPN) is a global leader in providing information, analytical tools and marketing services to organizations and consumers to help manage the risk and reward of commercial and financial decisions. Using our comprehensive understanding of individuals, markets and economies, we help organizations find, develop and manage customer relationships to make their businesses more profitable.

  Project Goal: Develop and conduct Tridion Foundation and Modular Templating Training

- **IHS** *(June 2013 – July 2013)*
  IHS (NYSE: IHS) is the leading source of information, insight and analytics in critical areas that shape today's business landscape. Businesses and governments in more than 165 countries around the globe rely on the comprehensive content, expert independent analysis and flexible delivery methods of IHS to make high impact decisions and develop strategies with speed and confidence. IHS has been in business since 1959 and became a publicly traded company on the New York Stock Exchange in 2005. Headquartered in Englewood, Colorado, USA, IHS is committed to sustainable, profitable growth and employs approximately 8,000 people in 31 countries around the world.

  Project Goal: Develop and modify functionality in Tridion to augment company website

- **SDL** *(May 2013)*
  SDL (LSE: SDL) is a global company with over 50 offices across North America, Asia, Europe and the Middle East. Headquartered in Maidenhead, UK, and a publicly traded company on the London stock exchange (symbol "SDL"). SDL's role in the world is to help companies ensure that their message (and hence their brand) is delivered consistently across the world in any language. SDL also helps companies to accelerate the time it takes them to deliver new product to market by ensuring that all content is delivered efficiently, at low cost and with high quality into any required languages.

  Project Goal: Design and develop a Tridion custom storage extension

KPG Softworks   Atlanta, GA

CEO *(January 2005 – October 2012)*

Designed and developed various Windows and Web applications (some multi-threaded) using *OOAD* with *Visual Basic*, *Windows Forms*, *Windows Presentation Foundation (WPF)*, and *.NET Framework* (*Visual Studio 2010*) or with *Java SE 7* and *Java Swing* (*NetBeans IDE* or *Eclipse IDE*); in some cases, converted *Java* or *C#* code to *Visual Basic* and vice versa, and often utilized test driven development. Gathered and analyzed client business requirements to generate functional/technical design and to determine feasibility of design within time and cost constraints. Developed websites on Linux (Apache Web Server) and Windows Server (IIS) platforms using C#, JavaScript, jQuery, AJAX, VBScript, ASP or ASP.NET, CSS, HTML/HTML5, SMTP, SQL, Entity Framework, Microsoft Access, and SQL Server; key clients include:

- **Internal Projects** *(January 2012 - October 2012)*

  Gaming: Designed and developed games (Dots, EZInvaders, GuessMyNumber, Simon, TicTacToe, and TowerOfHanoi) and animations (CartWheels) using Java SE 7 and Java Swing or VB.Net, Visual Basic 2010, Windows Forms or Windows Presentation Foundation (WPF), and Microsoft .NET Framework 4.

- **Gugi's Global Foods** *(December 2008 - April 2010; January 2012 – October 2012)*

  Retail: Designed and developed an e-Commerce company website (integrated with *PayPal* to process credit card payments) on Windows Server (IIS) platform using CSS, HTML (DHTML), JavaScript, jQuery, AJAX, VBScript, Active Server Pages, SMTP, SQL, and Microsoft Access. Website, via JavaScript, AJAX, and ASP, captures parameters, generates dynamic content (articles, customer testimonials, images, and videos), queries and updates databases, verifies inventory levels, records orders for out of stock products, verifies coupon codes, adds products to shopping cart, and updates order database after payment processed. Furthermore, designed and developed a custom order management system using Visual Basic (VBA) and Data Access Objects (DAO) in Microsoft Outlook, Excel, and Access to process orders submitted through PayPal: generate receipts, determine correct postage, and submit orders to fulfillment. Subsequently converted website to ASP.NET (WebPages and MVC) using CSS, HTML5, JavaScript, Razor, C#, Entity Framework, and SQL Server.

- **SaraRose Company** *(January 2008 – June 2008)*

  Retail: Designed and developed an e-Commerce company website (integrated with *PayPal* to process credit card payments) on Linux (Apache Web Server) platform using CSS, HTML (DHTML), JavaScript, Perl, and SMTP.

- **Resurrected Church Ministries** *(April 2007 - December 2009)*

  Non-Profit: Designed and developed an e-Commerce website on Windows Server (IIS) platform using CSS, HTML (DHTML), JavaScript, and ASP (VBScript). Used JavaScript to generate Captcha tokens to reduce spam and other dynamic content (articles, Bible verses, images, videos). Developed a Visual Basic (VBA) application in Microsoft Word that converted articles to CSS, HTML documents for use on website. Designed and developed a Microsoft Access database application (VBA) that kept track of members and donations, and generated end of year tax statements. Developed a Windows application and, subsequently, a Web application using Visual Basic, Windows Forms, Windows Presentation Foundation (WPF), and .NET Framework (Visual Studio 2010) to play selected videos.

- **Trinité 7 Enterprises** *(January 2005 - December 2006)*

  IT Services: Designed and developed a website on Windows Server (IIS) platform using CSS, HTML (DHTML), JavaScript, VBScript, ASP, and SMTP.

- **MARTA Employees Club** *(July 2005)*

  Non-Profit: Designed and developed a website on Windows Server (IIS) platform using CSS, HTML (DHTML), JavaScript, VBScript, ASP, and SMTP

NterAct Technologies   College Park, GA
Vice President, Sales & Marketing *(January 2002 - November 2004)*
Sold and marketed various IT and telecommunications services into new markets (small and medium businesses, non-profits, and state and local government). Services encompassed design, deployment, and support of Microsoft, Cisco, and AT&T products. Recruited, developed, and managed sales and marketing team; institutionalized *Microsoft Solution Selling* as sales methodology; and used an international (India) call center for sales cold calls. Established strategic relationship with BellSouth and drove company's selection into Microsoft's exclusive Managed Partner Program. Led business development team to select and respond to government RFPs: successfully awarded contract with the Georgia Department of Labor for network design services and with Atlanta Public Schools for a Client Support Center (20 FTEs). Enhanced the company's brand image and market presence through complete re-branding, extensive web marketing, and services segmentation. Company named to the 2004 Top 100 Small Businesses in Georgia.

- **nTelliCom**
Telecom Services: Developed a website on Windows Server (IIS) platform using CSS, HTML (DHTML), JavaScript, VBScript, ASP, and SMTP. Used JavaScript to generate dynamic content (text, images) and show relevant information from partners like AT&T, Cbeyond, and Trinsic.

- **Creative WiFi**
WiFi Services: Developed a website on Windows Server (IIS) platform using CSS, HTML (DHTML), JavaScript, VBScript, ASP, and SMTP. Used JavaScript to generate dynamic content (text, images) and display marketing collateral.

Cap Gemini Ernst & Young   Atlanta, GA
Senior Manager, Clarify Solutions Director, CRM Solutions *(April 2000 - December 2001)*
Managed and sold engagements spanning CRM (*PeopleSoft*, *Clarify* (Amdocs), & *Siebel*) integration and development. Utilized a standardized methodology for integrating technology and business change. Exercised fiscal responsibility for consulting revenues in excess of $50 Million with a proven track record of delivering successful engagements on time and within budget across a range of solutions and services. Attained *PeopleTools Certification* from PeopleSoft and earned a *Clarify Certified Professional* certification. Recognized firm wide for highest account profitability and consistently ranked in the top 10% of my peers.

Ernst & Young Consulting   Atlanta, GA
Senior Manager, Critical Technologies - Custom Systems Development *(February 1997 - March 2000)*
- Project Manager: Led the Millennium Accounts Receivable System Project Planning Team (5) to develop a high-level business model, project charter, training plan, and project plan based on the Rational Unified Process (RUP). Project scope covered planning the redesign, development, and re-platform of a Mainframe, CICS, COBOL, and structured system into an n-tier (browser UI, object-oriented (Java or C++), DB2) system. Additionally, the project scope included the conceptual design of an application to provide Internet Bill Presentment and Payment (IBPP) capabilities (e-Commerce).
- Project Manager: Led the Software Testing Improvement Project Team (3) to redesign and develop a software testing methodology for in-house custom developed applications. This project included an assessment of the current state, a definition of the future state, and a plan to move the organization from their current state to the desired future state.
- Project Manager: Led the Shared Services Migration Planning Technology Team (8) to identify and evaluate cost reduction enabling technology options across three process areas (Financial Services, Revenue Cycle and Supply Chain). The technology options considered were ERP packages (SAP, PeopleSoft, Lawson, and Oracle), rewriting existing applications, and enhancing existing applications.
- Program Manager: Led the Year 2000 conversion phases necessary to prepare business applications of a global operator of hospitals and health systems for the turn of the century. The applications were written in COBOL, CSP, Assembler, JCL, and FOCUS in a Mainframe environment. Data was stored in VSAM, and DB2. CICS was used for the online transactions. Managed an onsite team of 20 consultants and an offsite team of 20 developers at the Accelerated Conversion Center (ACC).
- Project Manager: Led three teams (Mainframe, Micro/Mini, AS/400) with a total of 10 analysts in the Year 2000 scope definition, assessment and conversion planning phases of a large aerospace, automotive and engineering company. The environment included an Amdahl 5995 Mainframe, IBM AS/400s, DEC VAXs, DEC Alphas, Sun Ultras, HP 9000s and a variety of PC's. The applications were written in COBOL, Assembler, JCL, RPG, CL, FOCUS, PowerBuilder, Visual Basic, Java, Perl and C. Data was stored in IMS/DC, DB2/400, Oracle, Access, and flat files.
- Led the Java Affinity Group for the Atlanta office. Superior performance recognized by being nominated for admission as a new Partner.

KPG Softworks   Atlanta, GA
CEO *(1996 – July 2001)*

- **Essential Management Group** *(December 2000 - July 2001)*
Real Estate: Designed and developed a company website on Linux (Apache Web Server) platform using HTML and CSS.

- **African American Golf Association** *(1996 - 2000)*
Non-Profit: Designed and developed an e-Commerce website on Linux (Apache Web Server) platform using CSS, HTML (DHTML), JavaScript, Perl, and SMTP. Website featured dynamic golf tournament images, image slideshow, tournament registration and payment, email distribution list subscription, and a golf apparel store.

Science Applications International Corporation (SAIC)   Oak Ridge, TN
Senior Manager, Technology Solutions Sector *(December 1995 - October 1996)*
- Developed an IT strategy for a financial lending company in Atlanta (documenting existing processes, analyzing those processes for inefficiencies and improvement opportunities, and assessing the risk involved with various alternatives). Teamed with the CIO and other project team members in the development of a viable plan.
- Managed 20 resources designing and developing an order processing system for a national retail firm. Developed the system on an *AIX* platform using *C* for the server-based processes and on a *Windows* platform using *PowerBuilder* for the client-based processes. The server-based processes interfaced with an *Informix* database.
- Launched a new IT Services practice in Atlanta targeting Fortune 1000 accounts utilizing full-cycle sales (cold calling, client presentations, development of system architectures, creation of technical proposals, and systems requirements analysis) and delivery (consulting, project management, and systems analysis, design and implementation).

BellSouth Telecommunications (AT&T)   Atlanta, GA
Lead Software Development Engineer, Information Technology - Network & PPSM *(December 1994 - December 1995)*
Managed seven project teams consisting of 80 resources tasked with designing and developing a server-based data encapsulation application that provided generic access to legacy systems data and transactions. The team consisted of a mixture of individuals from various companies (KPMG Peat Marwick, Unisys, CompAid, Lockheed Martin, and BellSouth). Developed the application in *C* on HP servers and interfaced with Apertus Technologies' *Enterprise/Access* for host emulation (3270, TN3270, VTxxx, Async, etc.) support. Led the development and subsequent utilization of a cohesive software development methodology. Interfaced regularly with company Vice Presidents to discuss accomplishments and issues, and recommend viable solutions.

International Business Machines (IBM)   Research Triangle Park, NC
Marketing Planner, Product Marketing *(September 1994 - December 1994)*
Analyzed the fledgling Internet browser market to assess the strengths, weaknesses, opportunities, and threats for the *IBM Internet Connection* product to determine its market strategy and positioning. Aggregated the overall marketing budget and proposed a global launch budget of $38 million.
Software Test Manager, Virtual Telecommunications Access Method Product Area *(August 1992 - September 1994)*
Managed Functional Verification Testing (FVT) for the first and third release of VTAM Version 4 (SNA/APPN). This networking software is used to interconnect distributed network services across the mainframe, midrange, and workstation platforms. Recruited, hired (fired), created performance plans, trained, coached, counseled, evaluated, ranked, set salaries, promoted, awarded, and balanced workload of 20 employees tasked with the development and execution of software test plans (based on truth tables—finite-state automata). Ensured *ISO 9000* compliance of test processes and procedures. Superior expense reduction rewarded with a Management Appreciation Award.
Project Manager, Virtual Telecommunications Access Method Product Area *(August 1990 - August 1992)*
Planned and managed six software development project teams (schedules, personnel assignments, management, and reporting) involved in the design and development of network management software (SSCP Takeover, Session Problem Determination, and Management Services Transport). Design and developed 8 thousand lines of new code for the MST function which was the base for network management support (SNMP, MIB II). Developed software using PL/X and 370 Assembler programming languages as part of VTAM Version 4 Release 1. Superior performance rewarded with a Distinguished Contribution Award.
Software Developer, Advanced Teleprocessing Products Area *(September 1987 - August 1990)*
Designed and developed functions using the FAPL programming language to provide Advanced Peer-to-Peer Networking (APPN) capabilities in a product which was the precursor to VTAM Version 4 Release 1. Exceptional performance rewarded with an Excellence Award and a Management Appreciation Award.

EDUCATION

Master of Business Administration (MBA)   Duke University
Major: Management   Fuqua School of Business

Bachelor of Science (BS)   Michigan State University
Major: Computer Science (Minors: Business and Psychology)   College of Engineering

CERTIFICATIONS

Content Management Systems (CMS)	SDL Tridion 2011 Certified Developer
Content Management Systems (CMS)	Sitecore .NET Certified Developer
Customer Relationship Management (CRM)	Clarify Certified Professional
Customer Relationship Management (CRM)	PeopleTools Certification
Insurance	Georgia Licensed Insurance Agent for Life, Accident & Sickness
Insurance	North Carolina Licensed Insurance Agent for Life, Accident & Sickness