

# Rob Vaughn

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## About

Experienced with product and project management; quality assurance and testing; software & web architecture, development, design, coding; hardware specification, deployment, maintenance and support; security audits and pen testing across a wide range of platforms for companies of all sizes: from Fortune 50 (ADP, Intel, HP), mid-sized (AM&A), startups (Pheedo, NatMsg, MYBv, PassEdge), independent businesses (GEMM) and as a business owner (The Sound-O-Mat.)

## Current & Recent Experience

### Software & Security Consulting | freelance

1996-current (periodic)

- *Music Website Design, Development & Hosting* | 1998-current (periodic)

Development of mobile-forward / dynamic design websites for musicians/bands including coding, registration / hosting, photography and image production, live gig listings, dynamic content generation, archives, social media integration, SEO optimization, JSON & Open Graph specs, search engine submission, monitoring and testing.

- Customized Mobirise / templates with PHP, JavaScript, HTML5/CSS3 on Windows, Linux / shell, Gimp, Inkscape

- *E-Commerce Developer* | *GEMM Online Music Marketplace, La Jolla, CA* | 1998-2016 (periodic)

Front-end UI/UX design, customization and automated testing. Back-end development & debugging, including credit card processing, inventory management and reporting. Systems administration and automation of maintenance.

- Linux with Perl, PHP, JavaScript / jQuery, Python, shell, CSS / Sass

- *Security Auditor* | *ADP Dealer Services, Portland OR* | 2010

Server-side security analysis and review, penetration testing and patches. Deployed updated security and user support infrastructure across Linux, Windows and legacy server product lines. Authored Security Compliance and Planning documents for 2010-2014.

- CentOS / RedHat, Windows, VMWare ESX on Intel; DEC Alpha / Tru64 Unix

- *E-Commerce Developer* | *Vitamart, Bath UK* | 2009-2010

Converted old credit card processing system to Virtuemart. Updated site design, automated maintenance processes and tested Web interfaces.

- Linux with PHP, Joomla, Virtuemart, MySQL, shell

- *Software Engineer* | *ADP Dealer Services, Portland OR* | 2009

Systems software development, including some dynamic conversion of PICK/Reality data to relational database.

- *QA Engineer* | *ADP Dealer Services, Portland OR* | 2001

QA development, testing and bug fixes for backport of system and new network utilities to meet release schedule from three week deficit.

- C, Perl, shell scripts, Log4j on DEC Alpha / Tru64 Unix; Motorola MV 88K / SYSV/88

**Additional experience available on request.**

Engineering duties include recording, post-production, mixing, medium-specific mastering (to physical media and digital services), live sound, etc.

Record label duties include vinyl, cassette and CD production; copyright and trademark registration; licensing / legal for original and cover songs; music publication (ASCAP, BMI, etc.) and sync rights; physical media manufacturing and assembly; artwork and graphic design and direction; streaming services publication, tracking and revenue collection; direct sales & distribution; artist / release promotion.

**E-Commerce Lead (Asst Manager) | Fred Meyer, Portland OR**

2018-Jun 2022

All day-to-day and management tasks: personnel oversight & scheduling; daily order/capacity reviews; in-person & by-phone customer and technical support; procuring, installing, debugging and replacing mobile & computer equipment; documentation of tasks and troubleshooting; KRT (quality control & reviews); on-board & training; etc.

**Past Experience****Consultant | Amazing! Online, Portland, OR**

1996-2010

Web, E-Commerce and B2B design and development from requirements, time/cost estimates, prototypes and wireframes and usability testing to deployment, SEO, marketing and support for clients such as:

- *Oregon Public Broadcasting, Portland OR*
- *Arnerich, Messina & Associates, Portland OR*
- *Rogue Ales, Newport OR*
- *Envoy Global, Portland OR*

**Technical Lead & Development Manager | Pheedo, Portland OR**

2005-2008

Pheedo offered profit-driven advertising middleware for online and distributed content for top-tier publishers and advertisers.

- Designed and developed proof-of-concept prototype for online advertising and tracking for blogs and newsletters, leading to USD \$4MIL in first round and \$2.6MIL in supplemental angel backing
- Led technical development to build and scale a top-tier online advertising network to 71 million monthly impressions (3400% growth from launch) for customers including The New York Times, Forbes, CNet, MSNBC, Huffington Post, Wired and USA Today
  - Intel / Linux w/PHP, JavaScript, MySQL, JSON/REST, RSS/Atom

**Lead J2EE Application Developer | AM&A, Portland OR**

2004-2005

Arnerich Massena is a boutique investment services firm focused on building better portfolios for their clients through unbiased research.

- Solely responsible for moving 850k LOC J2EE application, used to manage client account and performance data, to in-house development and support from an offshore company. Converted existing code base to Eclipse IDE and MS Visual SourceSafe for version control
- Migrated source to Subversion (svn) due to performance issues and unnecessary HW/SW costs for 10-fold decrease in commit/checkout times. Developed new database schema to migrate data to MS SQL Server. Designed and automated quarterly report generation and custom on-demand reports for analysts
  - Java / J2EE on Windows 2K Server & clients, JBoss, Tomcat and MS SQL Server with JSP, JavaScript, Eclipse IDE, MS VSS, MS Excel, Crystal Reports; C# / .NET

## **Lead Systems Architect, Developer & Support | MYBv (WiredFlyer) Austin TX** 2000–2005

Lead software architect, designer and programmer for a Web-based database- and graphics-driven vacation package marketing and re-branding reseller site. Company since sold to Tramax Travel Industry in 2005.

- Responsible for redesigning existing Windows 2K/ASP.NET system to LAMP; converted static data to database-driven dynamic model capable of generating over 10k unique pages; built a suite of robust back-end administration tools which allowed for complete site customization for owners and clients
- Drove online vs. in-store sales from 9% of \$5MIL in 1999 to 56% of \$8.5MIL in 2004; grew client base from single digits to over 150 in four years; increased site visits from 500k in 2001 to over 2MIL in 2005
  - Intel / Linux with Apache, MySQL, PHP, Perl, ImageMagick, RSS/Atom

## **Education & Certifications**

M.Eng. Computer Science – School of Engineering, Cornell University, Ithaca NY  
Focus in Programming Languages, Networking, and Highly-Available Fault-Tolerant Distributed Systems

B.S Computer Science – SUNY Plattsburgh, Plattsburgh NY  
Minors in Math and English

CISSP (2007-2014), ISSA (2006-current), OWASP (2008-2014)

## **Technology Summary**

**Languages:** PHP, Perl, Python, JavaScript / jQuery, Java / J2EE, C, C#, Unix shell (bash, csh, ksh, etc.), ML/SML, Lisp/Scheme, Erlang, Prolog, Ada, BASIC, Pascal, REXX, misc. assembly

**Operating Systems:** Linux (CentOS, Ubuntu, Debian/Kali, RedHat/Fedora, Raspbian), Unix (SunOS / Solaris, AIX, Tru64, Sys V/88), Windows (DOS to Win10), Mac OS, VirtualBox / VMWare ESX, Berkeley BSD, FreeBSD, ConvexOS, DEC VMS / RSX-11 / RT-11

**Platforms:** Intel, DEC Alpha, Raspberry Pi, Mac, Motorola 88k, Sun SPARC, Convex, RS/6000, PDP-11/24 & 34, DEC VAX

**Web/Markup:** HTML5 / XHTML, CSS3, RSS / Atom, AJAX, UML, XML / XSL / XSLT, WSDL, JSON / REST, SOAP

**Databases:** MySQL 3.23-5.7, Oracle 7-8i, MS SQL Server 2000-2008, SQLite, Postgres 4.2-PostgreSQL 6, DB2

**Networking:** Full TCP/IP stack and services (HTTP, SMTP, FTP, POP/IMAP, SNMP, SMB etc.), socket UDP/TCP programming, hardware/software VPN, routers/firewalls/switches/WAP, monitored UPS

**Quality Assurance & Testing:** NUnit, Python unittest, Log4j, JMeter, LoadRunner, HTTPPerf