

# Adam Van Lente

adamvanlente.com

San Francisco, CA  
adamvanlente@gmail.com

## About Me

I am a front end software engineer specializing in Javascript, CSS & HTML projects. I have 15 years experience in front-end web design, as well as several years experience with scripting languages and database design.

I am also an entrepreneur - I started my first web design business in high school, and currently co-own an 11 year old business. In my seven years of managing this business I learned a great deal about building teams, making the most of my resources, and solving problems quickly and effectively.

For the past few years, I have found myself working on map related software and products. I love the endless capabilities digital maps provide to express different data, and would love to continue working in this field. Mostly, I want to continue solving interesting problems with people I can learn from and grow with.

## Skills overview

### **I work with these tools & technologies frequently:**

HTML, CSS, Javascript, jQuery, PHP & MySQL, Python & Postgres, Linux (Ubuntu), Mac OSX, Windows, Git and Perforce, JSON and XML, and Adobe Creative Suite

## Recent Projects

### **For Google.com (2014 - current)**

Following a 12 month contract in 2012-2013, I was asked to come back to Google to do some work on an offline mapping product in Q1 2014. This software is currently available as a command line program for various Linux distributions.

As with my previous effort at Google, I will be working to build out a RESTful API using Python and PostgreSQL, and designing a browser based interface to accompany the API. This project aims to make the software more accessible to

different types of users, as well as reveal the API to developers attempting to build their own solutions on top of the product.

### **For UrbanMapping.com**

In January 2014 I came to Urban Mapping to assist them with improvements to the client-facing side of their web properties. The first phase of my work was spent improving e-commerce forms and purchase pages for their corporate web site. In the next phase, I implemented several improvements to the structure of their Developer Center. There were several significant tasks within this project, including refactoring code for a browsable data catalog and creating an interface for a set of developer reference guides.

This project allowed me to use many of my skills - primarily Javascript, HTML and CSS, but also Python, and the Adobe Creative Suite for some graphic design work. After spending a year using Perforce for source control, these projects made me comfortable with more complex Git workflows. (December 2013-April 2014)

### **For Inglefield/Ogilvy & Mather Caribbean Ltd.**

Over the course of three months I built a map based interface for a firm in Trinidad & Tobago. This interface was built using HTML, CSS and Javascript. It also leveraged the power of the Google Maps API, and the Python Django framework for its backend/internal API.

The goal of this project was to map available locations for outdoor advertising. I was tasked with building an interface that allowed users to manage locations on a map, add tags and data to each location, and capture the state of a location at a particular point in time. In addition to taking advantage of existing libraries, I built a small library for creating dynamic, custom html based markers for the Google Maps API. (November 2013-January 2014)

### **For Google.com (2012-2013)**

Refreshing Portable Maps interface (offline map viewer). Writing and refactoring Javascript, HTML and CSS and writing an asynchronous search feature in Javascript. Strict cross-browser compatibility standards. (2 months, Nov/Dec 2012)

Creating browser interface for command line program. Building administrative

area that allows for managing of assets and user capabilities. Creating “cutting” interface that allows users to extract a portion of a map for offline use. (February 2012-November 2013)

### **For RetroDuck.com**

Shopping cart integration, HTML & CSS for new site design (1st iteration, 8 months, 2011)

HTML and CSS for new site, concentrating in HTML5 and CSS3 standards and cross browser/mobile compatibility (2nd iteration, 2 months, 2011)

Customer Management Software to handle all communication and scheduling using HTML, CSS, PHP and MySQL (6 months, 2011)

Stripe API integration for handling online credit card payments using Javascript and HTML (1 week, 2012)

Customer facing tools for credit card payment, job editing and customer initiated correspondence using HTML, CSS, PHP and MySQL (1 month, 2012)

Created “Social Order” system; the ability for customers to create temporary online stores for their groups or events and send messages to one another, using HTML, CSS, PHP, MySQL and Javascript (2 months, 2012)

## **RetroDuck.com**

My proudest accomplishment has been running my own business. While my work history has many periods of entrepreneurial effort, my most successful venture has been RetroDuck.com, a small t-shirt company in Michigan.

My close friend (and business partner in previous ventures) founded the company in 2003. I invested to take 50% ownership of the company, and took over operations in 2005 while attending Michigan State University. I was able to see the company through two periods of 100%+ growth, develop sales and marketing teams, as well as standard operating procedures for the business. By getting involved in the community, I was able to extend the reach of our brand and establish lasting relationships with area businesses and organizations.

In 2012, I began planning to move on to another challenge. As I made this transition, I built software to help all of our departments better manage their

work. This included solutions for the production team to manage workflow, marketing team to manage their calendar, financial team to manage cash flow and projections, and customers to manage their orders and make payments. This software was built using Javascript, PHP and MySQL, and still runs our business to this day.

Running RetroDuck for almost 8 years has been the most educational experience of my life. It has made me a better leader and manager, and gave me the confidence to take calculated risks when opportunities arise. It taught me how to manage priorities and resources under immense pressure. Running my own company allowed me the flexibility and freedom to learn a simple lesson: to focus only on the things I do really well, and to surround myself with people who can do the same.

## Formal Education

Holland High School

Graduated 2001

Active in Theater State Championships, 2001

Independent studies in Music Theory

Michigan State University

Graduated 2006

B.A. in English, minor in Philosophy

## Activities & Distinctions

### **Rotary Club of East Lansing (2006 – 2012)**

Active member of East Lansing, MI service organization. Board Chair for Press Relations & Administration (2008- 2012). Responsible for New Member Orientation.

### **Capital Area Local First (2007-2009)**

Founding member and past board member of local Non-Profit Organization dedicated to promoting local shopping, services and activities. Web: [CapitalAreaLocalFirst.com](http://CapitalAreaLocalFirst.com).

### **Grand River Connection**

Member of Greater Lansing young networking group. Past member of the Special Events committee. Web: [GrandRiverConnection.com](http://GrandRiverConnection.com)

### **Impression 5 Science Center (2011-2012)**

Member of Communications Committee. Here, I contributed to a team that helps structure the PR/Social Media message for a popular area children's science center. I wish I had this place growing up! Web: [impression5.org](http://impression5.org)

### **ing Magazine, LLC**

Co-Founded on campus magazine for Michigan State University students (2007). With my business partner, negotiated a contract to distribute our printed magazines into MSU student mailboxes. On campus, we carried the distinction of the only student-run magazine in print on a regular basis, as well as the only student-run magazine with these distribution rights. In 2007, the company operated with an unpaid, 20+ person staff for 16 months under my co-management. Negotiated partnerships/ sponsorships with various businesses and City departments in the Greater Lansing area. I was bought out in 2009 by my partner, but the magazine is still alive and well.

### **Top 10 Over the Next 10: 2010**

Received "10 Over the Next 10" award in the 2010 competition. This is a contest held by the Lansing, Michigan Regional Chamber of Commerce along with the Grand River Connection. It named 10 business leaders under the age of 35 in the Greater Lansing area that would be most influential over the next 10 years.

## **Hobbies & Strengths**

I am a very self-motivated individual. I am comfortable with multi-tasking, team participation or leadership, and with quick problem solving in difficult situations. I come from a family of teachers, and love finding ways to simplify difficult concepts.

Aside from the technical skills listed above, I have many hobbies. I enjoy composing songs on the guitar and piano, and recording with a variety of different instruments. I enjoy endurance sports such as cycling & running. Reading has always been a love of mine; I prefer historical non-fiction, but often get wrapped up in a novel. My love of movies has given me a vast collection of completely useless trivia.

When I'm not improving on one of these hobbies, I like to travel, and do things outside of my comfort zone. It is easy for me to do the same thing every day, and I

often need to expand my boundaries a little bit. Sometimes that means travelling to an unfamiliar country, or sometimes it is simply visiting a new restaurant down the street. Regardless, all of the important things in my life have happened because I was willing to step outside of my comfort zone, take a risk, meet new people or learn new things.