

James Raymond Alday II

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- Skilled project manager, server administrator and product developer.
- Proven problem solver with over 10 years of experience as a full stack web developer.
- Strong background in agile, object-oriented web programming in a number of high traffic environments.
- Organized, analytical and self-motivated, I have an eye for detail without losing sight of the big picture.

EXPERTISE

- PHP: CakePHP, CodeIgniter, Symfony, Zend, Phalcon
- MySQL, MongoDB, Javascript, JQuery, HTML, CSS
- Apache, Nginx, Amazon Web Services

EXPERIENCE **Senior Software Engineer** **Vevo**, New York, NY

Jun 2012 – Current

Project lead for a custom content management system that provides tools for the creation and management of a variety of content across multiple platforms and regions. The CMS has evolved from a direct-render platform to API-based content delivery. My latest project has been the creation of a form builder to allow content creators to design custom data entry tool and API endpoints, allowing more flexible content delivery.

- CMS built on CakePHP, AWS, Bootstrap, jQuery
- Handles dozens of pages for the site, including: LIFT, Certified, News, Hot This Year, DCSVR Nashville, SuperFanFest, Global Citizen Festival, Winner Wonderland, Toyota Aygo YNOT (UK)

Web Developer **Resolute Digital**, New York, NY

Jul 2011 – Jun 2012

Resolute is a digital agency, so my work with them involved working on projects for a number of clients. I worked closely with UX designers, project managers and engineers to deliver high-performing, high-quality projects in a timely manner. Projects I developed include:

- Agriculture.com mobile site redesign – Complete refresh of their mobile property.
- Park.com – Mobile-friendly search engine for parking garage locations and rates.
- Parents.com Deals – Parent-focused daily deals site (similar to Groupon).
- Perkins Engines – Microsite for displaying engine data for use at trade shows.
- Republican National Convention – “Convention Without Walls” Facebook app.

Web Developer **Business Insider**, New York, NY

Nov 2010 – Jul 2011

Business Insider is a highly trafficked site, so the focus was always on performance and page cacheability. We used Varnish Cache as our primary cache engine and so loaded as much as possible via AJAX calls or edge side includes.

- Developed an app for live-streaming events based on Twitter hashtags.
- Created tools for loading multiple advertisements on a while preventing collisions.
- Developed tools for managing subscription based emails, including templates and delivery options.

Senior Developer
Moonit, New York, NY

Nov 2009 – Nov 2010

I was the first hire for this small startup that developed astrology-based dating compatibility tools. I oversaw the initial site launch, server setup and administration, and an overhaul of the main website code for performance enhancement.

- The site was developed using Zend Framework and was based on a custom astrology API provided by Astrolabe (alabe.com)
- Upgraded site code for speed and reliability, allowing for better response times and scalability.
- Developed an API for the sites services as well as a widget for use on partner sites.

Web Developer (Contract)
XpresSpa, New York, NY

Jul 2008 – Nov 2010

I worked closely with the Human Resources Manager to create an application management system that allowed applicants to fill out an application online for positions at XpresSpa locations around the world, and allowed for easily processing those applications and marking their status.

I also created an online membership form that linked to a third party member management system. Applicants would receive a card with a printed membership ID that would allow for loyalty rewards. The membership form would create the loyalty account and trigger the creation of the membership card.

- Created an applicant management system for open positions in the company.
- Developed a membership system for customer loyalty rewards via custom reward cards.

Senior Developer
Delivery.com, New York, NY

Apr 2006 – Mar 2010

I oversaw the complete redesign and rewrite of the site from the original PHP 4 spaghetti-code into a custom PHP object-oriented MVC framework. I redesigned the main restaurant search algorithm using point in polygon algorithms, leveraging what little GIS support MySQL offered, as well as entry tools to define polygon-based delivery ranges using a custom built 2D vector drawing app built on top of the Google Maps API.

During my tenure, Delivery.com partnered with a number of merchant and delivery services, and acquired a few as well. I helped develop an API for the exporting of Delivery.com data in a secure and programmatic manner, but I was also in charge of importing data from a number of disparate sources. This included the conversion of CSV dumps from supermarket POS systems, scraping web pages, and API-based XML feeds.

- Acted as the technical manager and full stack developer for a team of 8.
- Developed a 2D vector drawing app for creation of deliver apps.
- Developed an automated VOIP-driven order confirmation system.
- Rewrote PHP4 code into a custom PHP5 MVC framework.

EDUCATION **B.A. Psychology**
St. John's University, Jamaica, NY

Dec 2006