

# Avi Flax

## Web Developer & Software Architect

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## Objectives

I want to design and build systems that solve real problems and make a positive difference in the world.

I want to exercise my skills, grow personally and professionally, and collaborate with great people in a mission-oriented company that's functional and healthy.

I'm open to a leadership role in which I'd be hands-on with design and development and I'd be supported in empowering people.

I prefer to work from home but I'm open to an on-site position within roughly a 90-minute commute from [White Plains, New York](#).

## Key Skills

- Software design, architecture, and construction
- A deep & broad understanding of the World Wide Web
- RESTful Web API/service design & development
- Product design
- Team/organizational leadership

## Experience

### 2013–2014: SFX Entertainment

- SFX acquired Arc90 in 2013 to be its internal app design and development group
- I initially adopted the title CTO; later I recruited someone to take on -half of my role, ceded *CTO* to him, and adopted *Chief Software Architect*
- I helped design and build an ambitious new-from-the-ground-up streaming music platform and integrate it with existing products
- I helped shape the organization by helping craft its structure, practices, culture, goals, communication, and approach
- I recruited some key personnel

### 2005–2013: Arc90

- Arc90 was a Web application design & development consultancy; it was acquired by SFX Entertainment in 2013
- Wore many hats: developer, architect, team leader, partner, director
- Worked with teams to design, build, and maintain sophisticated software platforms, including:
  - A Web/SOA insurance platform covering all key aspects of policy origination and management
  - A Web-based search engine and reference platform for engineers
  - An API at the heart of a new-from-the-ground-up news distribution platform for Reuters
- Conducted technical audits of clients' acquisition targets
- Helped manage the business as a partner
- Managed client relationships
- Invested much time and effort in recruiting and retaining exceptional team members
- Started practice of regular company-wide code review

### 2001–2004: ADP

- Refactored, enhanced, and maintained a sophisticated application for producing custom financial documents for on-demand printing

### 2001: Register.com

- Team lead position for large high-traffic auction site
- Responsibilities included designing, implementing, and maintaining features; and reengineering site technology and architecture
- Created new internal tools and development procedures

### 2000: RewardsPlus

- Maintained and enhanced a large-scale online employee benefits enrollment system for diverse clients with diverse needs

### 1998–2000: Words In Progress

- Developed requirements and specifications for high traffic websites directly with clients; crafted application architecture and database design

### 1998: Ideal Computer Strategies

- Worked with teams of designers, coders, and project managers to concurrently develop and deploy client websites with basic dynamic features

### 1997–1998: PCC Internet Design

- Founded and managed a small web design shop in Pikesville, MD providing full-service web design and development to small companies in the Baltimore area

## Examples

- My current side project is [GitHub Digests](#), a system to aggregate GitHub notifications into daily email digests. If you check it out, please keep in mind that it's only half-built, and I'm new to Ruby!
- My prior side project was [Three Things](#); I published [a post](#) telling its story.
- Last year I published [Resourceful](#), a Clojure library that provides a more concise and more RESTful alternative to declaring routes.
- My last major project for Arc90 was to build a new platform for reuters.com:
  - I created [a diagram](#) of the overall architecture of the “Reuters Next” platform
  - I was asked to review a draft of the API spec; I provided [these notes](#)
  - I developed [a document](#) to capture the culture and process of my team, so we could ramp new members up quickly and effectively
  - I determined that the API codebase I had inherited needed to be refactored, and wrote [this summary](#) to explain why
  - When I left the project I shared [my parting thoughts](#) with the team
- I sometimes perform technical audits of existing applications or platforms. Here's [one example](#); I can provide more extensive examples upon request.
- I sometimes write blog posts:
  - [Compile your CoffeeScript along with your Clojure](#)
  - [Reintroducing: TBUZZ!](#)

I'd be happy provide more examples of my work, such as architecture diagrams and presentations, business analysis, code, etc.

## Around the Web

- [Blog](#)
- [GitHub](#)
- [Pinboard](#)
- [Stack Overflow](#)
- [Readability](#)
- [Twitter](#)

## Additional Skills

- Behavior Driven Development
- Browser APIs
- Business analysis
- Clojure
- CoffeeScript
- CouchDB
- DB Design
- Django
- Elasticsearch
- Flask
- Groovy
- Information architecture
- Java
- JavaScript
- Markdown
- MongoDB
- Node
- OmniGraffle
- Python
- Restlet
- Ruby
- SQL
- Solr
- UX design
- XML/XSL/XSD/XQuery

## Hobbies

- [Auto racing \(autox\)](#)
- Cycling
- Hiking
- [Reading](#)

## Thanks!

Thanks for scrolling all the way to the bottom of my résumé! I appreciate your interest. At this point, you might want to get in touch. Please do!

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