

Ashley Hindmarsh - Curriculum Vitae - October 2016

Experienced contract Java and Perl developer.

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- British Citizen
- Locations considered: London / Sussex / M23 / remote
- Security Clearance: Disclosure Scotland
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- Current CV: <http://www.bellesoft.uk/ash-cv/ashley.hindmarsh.cv.pdf>
- References available upon request

Summary

- 20+ years of software development experience in small/medium/large commercial organisations, across multiple sectors.
- Previously Tech lead on key customer-facing systems for the BBC - the power behind iPlayer.
- Previously Principal Dev and Team lead on the award-winning BBC Video Factory portfolio - bringing over a million hours of content to all devices.
- Recent, relevant experience in Agile and DevOps environments, continuous integration/delivery (CI/CD) to Cloud platforms.

Technical

Development

- General: Object-oriented, with a functional mindset. Focus on using TDD/BDD to drive clean, maintainable code.
- Java (5+ years): Oracle Certified Associate, Java SE 8 Programmer. Spring, Camel, Java8 features, concurrency/threading, JMS, TDD/BDD (JUnit, Mockito, Cucumber-JVM), Servlets, REST (JAX-RS/Jersey), Maven, JAXB, Jackson, Protobuf, Guava, Commons, DropWizard.
- Perl (10+ years): “Modern Perl” (Moose/Moo, Plack, Test::*), “the usual” - database apps, web services, data-processing (XML, JSON etc).
- Ruby (2 years for BDD only): Cucumber, XML, rvm/rbenv, gem development, bundler.
- Javascript (occasional): Exposure to node.js, JQuery.
- BDD: Ruby/Java, Cucumber, some Jasmine/Selenium.
- Frontend: HTML, CSS, Javascript (JQuery), Bootstrap.
- Also commercial experience with: python, C/C++, GNU toolset (bash etc), openssl, XML toolchain (XSLT, XQuery, etc), virtualization.
- Personal interests: education; running coding dojos; dalliances with Scala, node.js.

Data and data processing

- Relational databases (mainly MySQL, exposure to Postgres); applications, schema design, query design and optimisation
- “NoSQL” databases (e.g. DynamoDB, Cassandra)
- Data and metadata representation: Storage and messaging (include schema design) using XML, JSON, Protobuf.

- XML data manipulation: XSLT and XQuery.

Delivery

- Web-scale architecture: availability, maintainability, API design, caching, volumetrics, microservices
- Platforms: Linux (mostly RHEL/CentOS, Ubuntu)
- Agile: Scrum, Kanban, continuous integration/delivery, TDD, BDD
- Search Engine Optimisation (SEO) - mainly for Google (Analytics), focus on engineering practice to support SEO requirements.
- Cloud: AWS architecture and implementation: EC2 (with ELB/ASG), SQS, SNS, S3, IAM, Cloud Formation, Cloudwatch.
- Security: PKI; SAML authentication; hashing, encryption/decryption, signing/verification with XML standards (xmldsig/xmlenc).
- Support software/systems: Jenkins, Maven, Puppet/Ansible, Subversion, Git, Jira, Confluence, Splunk

Experience

Aug 2015-present: Contracting services t/a “Belle Software”

Senior Software Engineer (SEO) on-site at Zoopla (Southwark / Nov 2015-present)

- Tasked with re-engineering of SEO support to support long-term transformation from a monolithic site to SOA; includes setting-up a permanent SEO engineering team.
- Developing internal SEO engineering platform and reporting framework, for a major website which relies hugely on organic SEO traffic.
- Perl, Python, Google APIs, Google Analytics, AWS Redshift, Birst BI tools. Some HTML/CSS/Javascript.

Senior Software Engineer on-site at Sky (Osterley / Aug-Oct 2015)

- Working within small Agile teams, developing high-volume Web services to support both OTT client-facing and back-end APIs.
- Tech: Java, Cassandra, Jersey, AWS+Ansible, Docker, Jenkins, AppDynamics, Graphite+Grafana.
- Working environment: Agile with Scrum/Kanban, pair programming with TDD/BDD (Java/Ruby).

2014-(Aug)2015: BBC Digital - Media Services

Team Lead / Principal Software Engineer

- Led a new team, charged with reduction of both AWS costs and technical debt. Responsible for a mix of greenfield and legacy components.
- Design and build of components for the BBC's [Video Factory](#). Video Factory ensures that BBC digital audio and video is available to users across a vast range of devices. Components are designed to be highly-available and scalable.
- Java/Camel/Jersey applications, continuous integration (Jenkins), AWS in a devops environment. Extensive use of AWS (EC2/ELB/ASG,CloudFormation,S3,SQS,SNS - limited exposure to DynamoDB and Lambdas).
- Attended AWS Architecture courses. Contributed/presented at BBC internal cloud forum.
- Working environment: Agile with Kanban(“Scrumban”), TDD/BDD (Java/Ruby). Pair programming (where appropriate).

2012-2014: BBC Future Media - Publishing Services

Principal Software Engineer

- Development and maintenance of Java components for Video Factory (details above), and existing Perl components.
- Ongoing tech lead responsibility for selected iPlayer's core services - then supporting 18 million+ req/day.
- Designed and delivered a secure SAML gateway supporting the "BBC Store" and the "Xbox iPlayer" products.
- Organised coding "dojos" for TDD.

2008-2012: BBC Future Media - Online Technology Group

Technical Lead / Principal Software Engineer (contract)

- Design and delivery of "Media Selector 5" application in Perl; a business-critical, audience-facing service behind all iPlayer playback. Tech: Perl (Moose, Plack), XML/JSON, NoSQL (couchdb).
- Ongoing maintenance on existing related middleware and customer-facing services for BBC media delivery. Included major database migration (2012-2014); focus on data integrity, risk management and migration planning.
- Led the delivery of the playback mechanism for iPlayer 3G/iOS product (Dec 2011).

2007-2008 CAIW Netwerken (contract)

- Maintaining Perl middleware services; reverse-engineered SOAP/WSDL contract from Perl source code for Java clients.

2005-2007 Semantico Ltd

- Developing new client sites (e.g. www.blackwellreference.com) in Perl using Semantico's backend CMS and access management technology.
- Some Java work (Eclipse/Tomcat/Hibernate/PostgreSQL)

1999-2005 Best Scarper Ltd

- Providing freelance software engineering services. Multiple clients.

1993-1999 Granada Learning Ltd

- Software Engineer - Windows/Acorn/C++ - Educational Multimedia CD-ROM Development