

Bert Olsson

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Full-stack Development, Software Architecture & Detailed Design, Project Management, Technical Documentation.

AREAS OF EXPERTISE

General

- Software Engineering: Architecture and Design, Development, Debugging / Maintenance
- Change Tracking, Configuration Management, Deployment
- Technical Documentation: Requirements and Designs, User Guides, Reference Manuals
- Remote Operation: Multi-Year Experience in Successful Remote Interaction

Software Engineering & Development

- System Architecture and Detailed Design
- Front-End Web UI Development in Various Frameworks
- Server-Side Software Design, Development, Deployment, and Documentation
- Data Consumption, Translation, and Storage (ETL)
- Data Modeling and Database Schema Definition
- Integration of 3rd Party APIs

Programming Languages

- ☐ C ~ C++
- ☐ JavaScript ~ TypeScript
- ☐ Java
- ☐ PHP
- ☐ SQL
- ☐ UNIX Shell

Web Technologies

- ☐ Angular ~ React ~ Vue
- ☐ Chatbots (Kore.ai, DialogFlow, Azure Bot)
- ☐ jQuery ~ HTML ~ CSS
- ☐ Node.js ~ Express
- ☐ AWS (Alexa, EC2, Lambda)

Databases

- ☐ MySQL
- ☐ Mongo
- ☐ Neo4j ~ Cypher
- ☐ Oracle

Other Tools / Tech

- ☐ CMS (WordPress ~ Contentful)
- ☐ Git ~ Jira ~ Confluence
- ☐ Photoshop ~ Lucidchart ~ XD
- ☐ Pipeline (Grunt ~ Maven ~ Github Actions)
- ☐ UNIX CLI
- ☐ Digital Audio ~ Video Production

WORK HISTORY

Olsson.Tech — President (Clinton NJ)

December 2017 – Present

Founder of Olsson.Tech, providing custom software engineering services, largely for **W2O Group** (now known as **Real Chemistry**).

Operating and interacting remotely for nearly three years, we have quickly & successfully integrated our skills into projects at the design, development, and deployment levels.

Real Chemistry Web Platform

Design & development of a platform to facilitate the rebranding of **W2O** as **Real Chemistry**. Real-time updates to **realchemistry.com** are made using the **Contentful CMS**. Content is delivered via an **AWS Lambda** middleware layer.
[AWS Lambda, JavaScript, React, Contentful, HTML~CSS]

Vue Microsite

Development of a website for a pharma client; specifically, a medication purchase component, written using Vue and Vuex.
[Vue, Vuex, JavaScript, HTML~CSS, .NET, C#]

Chatbots

Architecture and development of prototype and production chatbots for **W2O**, as well as an external pharma client.
[Kore.ai, DialogFlow, AWS Lambda, Node.js, HTML~CSS]

Alexa Skill

Design and development of an Amazon Alexa Skill to be part of a W2O presentation for a big company that makes soup.
[Alexa Skill, Amazon Lambda, Node.js]

SCAI Web Site

Architecture and development of the **transitionforvalue.org** website.
[Moodle, PHP, JavaScript, HTML~CSS]

In addition to these **W2O** projects, acted as customer interface and developer for a major update of the **Millea Bros Auctions** website (**milleabros.com**). The site is built in *WordPress*, using *Visual Composer*. Since deployment, we have continued to provide site maintenance.

Currently, working with **Millea** to design and build new CRM capabilities, which requires an integration with the *ArtBrain* auction platform.

Vivoom — Senior Software Engineer (Flemington NJ)

November 2019 – August 2020

Senior member of the tech team for the Vivoom video marketing platform. Main responsibility was analyzing the existing customer-facing AngularJS application, and the ground-up design of a more modern and generic approach. The solution used Angular 9 to reimplement the existing SPA, and allowed each customer instance of the app to be customized via JSON.

After the purchase of Nickelfish by Endava, became a member of the Endava *Digital Labs* team.

Artis

Architecture and development of an internal blog and artifact manager for Endava. In addition to practical use by peers, a secondary goal was investigating *Graph Database* technology. We used the **Neo4j** database, and its Java API.

[Java, JSP, Neo4j Graph DB]

VR

Design and development of experimental virtual reality Android application. The effort was part of a feasibility assessment of VR headset control of many very remote cameras.

[Java, Android SDK, Camera APIs]

Nickelfish IDM — Director of Engineering (Mendham NJ)

May 2010 – October 2015

Principal engineer and developer during the growth of Nickelfish IDM, reporting directly to the officers of the company.

Coldwell Banker

System architect, customer contact, and backend developer as technical lead of a multi-year effort culminating in a major update to **coldwellbanker.com**.

[PHP, ETL, Web Services, MySQL, Unix Shell]

Wyndham / RCI

System architect, customer contact, and developer for over half-a-dozen Wyndham / RCI projects covering about 4 years.

[PHP, Web Services, ETL, HTML~CSS, JavaScript, Java, MySQL, Oracle]

W2O Group

Design and backend development for a number of web-based KPI dashboards in support of W2O work with Honeywell, Bayer, and others.

[PHP, JavaScript, ETL of Metric and Social Media data]

You Give Goods

System architect, customer contact, and backend developer for **yougivegoods.com**.

YGG has been connecting corporate and individual donors via its custom e-commerce platform for nearly ten years.

[PHP, MySQL, Data Feeds, Payment Processing]

In addition to the above, served as architect and developer of the server-side software for more than a dozen other Nickelfish projects, largely based on the LAMP stack. Clients included **Benjamin Moore, Barker Black, Coleman Research, Fadó Irish Pubs, Howard Berger, Kitchen Expo, and Prudential.**

Telcom 21 — President (Lebanon NJ)

July 2006 – April 2010

President and founder of Telcom 21, providing custom development services for the telecom industry. The primary client was **Custom Toll Free (CTF)**, a provider of toll-free service.

CTF

Architecture, design, development, and customer interaction for a comprehensive toll-free management system, interacting with SMS/800 (the national toll-free number database).

[C++, PHP, MySQL, API, HTML~CSS, JavaScript, ASN.1, MS Access]

Divi

In addition to **CTF** work, I partnered with my friend Dave Vioreanu and his company **Divi**. Some of the projects were a flight status display for **AT&T**, as well as web sites for **Pilates on 5th** and **The Connor Group**.

csf Corporation — Director of Toll-Free Systems (Somerset NJ)

June 1991 – July 2006

Initially an architect and developer of custom solutions for *csf* clients (predominantly **AT&T**), and eventually moving into various leadership roles. Lead developer and then technical management for **8MS**, an application for management of toll-free numbers and their routing. Initially envisioned as a Windows-based client/server app, in 1994 it became our first web app.

Subsequently, created and managed a line of business that provided a means for companies and individuals to obtain quality toll-free numbers. Was the sole architect and developer of a new SaaS platform in support of this effort.

Bell Laboratories — Member of Technical Staff (Murray Hill NJ)

January 1977 – May 1991

Joined AT&T Bell Labs as a *Laboratory Assistant* in the summer of '76. Hired as a *Technical Associate* shortly thereafter. Promoted to *Senior TA*, and, ultimately, to *Member of Technical Staff*.

Major work areas: change and configuration management systems, early Windows client/server applications and technology bridges, internal and user documentation, many UNIX command-line and system-level tools.