

# CHRISTOPHER JOEL

INTERNET ENGINEER · UI ARCHITECT

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## Profile

As a child of the information age, I have been building things on the internet for the better part of my life. I have a seasoned understanding of what makes interfaces effective and usable. I am constantly integrating the latest web technologies into my work. My passion is building rich, connected and responsive experiences.

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## Emphasis

### UI Architecture

I was building multi-touch, media-heavy UIs from scratch on mobile before it was cool (think Flash Lite on Nokia devices). Little-big details are my obsession.

### Web Optimization

Users notice every interaction that takes longer than 100ms to complete. I implement tools, processes and applications around the premise of high responsiveness, my favorite little-big detail.

### Interactive Storytelling

Every great software experience is a story that a user felt invited to participate in. Great usability comes from effective interactive storytelling, which is my expertise.

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## Level 9 Spells

JavaScript   HTML5 · CSS3   Git · SVN   WebKit · Gecko · Chakra   NodeJS · PhantomJS

MV\* Application Frameworks   PHP · Python   jQuery · Modernizr · Etc.   Adobe Creative Suite

GNU / Linux Ubuntu · Debian   Apple OSX · iOS   Windows XP · 7   Google Chrome OS · Android   C · C++  
ActionScript

## *Experience*

### Twist & Shout, Inc.

Software Engineer

August 2012 - Present

In the short time I have been at Twist, I have worked on an amazing team with two other engineers to ship an Android version of Twist's mobile client (previously only available on iOS). The Android client is a non-trivial application built almost entirely using web technologies (HTML, CSS and JavaScript) and packaged for Android with PhoneGap. Working on the underlying application framework has required expert understanding of modern web MV\* architecture, and the ability to extend such frameworks to optimize for the web experience on mobile platforms like Android.

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### CloudFlare, Inc.

UI / Web Performance Engineer

April 2010 - August 2012

As the lead front-end engineer at CloudFlare, I am responsible for creating robust and extensible user interface frameworks using JavaScript, Flash and other technologies, to be deployed both internally and across our client sites. I also lead our JavaScript website performance optimization technology development. I am the primary author of CloudFlareJS and Rocket Loader, CloudFlare's JavaScript loading and optimization frameworks, respectively, as well as many other JavaScript libraries deployed across tens of thousands of websites. I am also responsible for establishing CloudFlare's continuous integration process for front-end projects.

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### IndustryNext

User Interface Engineer

October 2009 - February 2010

As a front-end user-interface engineer at IndustryNext, I developed a user interface framework that spanned across Flash Lite, ActionScript 3 and Flex that was deployed across mobile phones, embedded vehicle media systems and desktops.

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### Garrigan Lyman Group

Web Developer

October 2008 - August 2009

As a web developer at The Garrigan Lyman Group, I was responsible for updates to several major product websites for companies such as T-Mobile and Microsoft. The majority of my work is centered around Flash, PHP and .NET development.

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### IndustryNext

Programmer Intern

May 2008 - August 2008

Software developement, using web technologies such as Adobe ActionScript 2 and 3, Flex 3 and JavaScript as well as C++. Developed AS3 / Flex-based skinning engine, plug-ins for Adobe Photoshop CS3, produced a website for a major television network and contributed work to a Flash-based advertising engine. Other responsibilities included design and technical documentation.

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## Mediaworks

### Programming & Animation

2004 - 2006

At MediaWorks, I worked as a Flash developer and animator. I applied my knowledge of ActionScript 2.0 to the production of interactive online courses for students taking classes from the University of California. My responsibilities also included redesigning the web site for the parent department of MediaWorks, Information and Education Technology.

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