Software Engineer, Software Architect, Engineering Leader
and Manager, Technical Program Manager

Chad Royal

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Sabbatical

Experimenter and Learner — Aug '21 - Present

Focused on getting my hands dirty with technology again. The time included a focus on code and reading, learning and re-learning languages and refreshing myself on algorithms and principles. My areas of interest included software tools, digital logic and electronics, software emulators, and retro+embedded systems.

Zulily

"A New Store Every Day"

Principal Engineer — Mar '20 - Jul '21

Helped the Merch and Vendor Platform organization in Zulily with architecture, operational excellence, and developer experience. Also partnered with lead and principal engineers from across the technology organization to implement and improve practices for open source, cloud architecture, and operational processes such as service tiers and COEs.

Storefront Engineering Manager — Jan '17 - Feb '20

Led the engineering team that delivers the Zulily promise of "A new store every day" across mobile apps and web site. The team includes iOS, Android, Mobile Platform, and full-stack engineers. Responsible for all aspects of engineering lifecycle, including architecture, development, estimation, technical project management, release, on-call function, and post-release operational health. The apps and site satisfy almost 2 million daily active users.

Disney Parks & Resorts

"My Disney Experience" mobile apps

Manager, Mobile Engineering — Aug '15 - Oct '16

Managed teams of iOS and Android engineers responsible for the Walt Disney World My Disney Experience apps for iOS and Android. Responsible for all aspects of engineering lifecycle, including estimation, planning, architecture, development, and release. The apps deliver park guest experiences for mapping, park information, FastPass and dining reservations, park ticket and PhotoPass sales, Magic Band, and personal and family profiles.

NBC News Digital Group

Mobile and Device Applications

Senior Director of Device Development — Sep '10 - Aug '15

Built and led team of Engineers and program managers to deliver news applications for mobile and set-top (OTT) devices. Defined and delivered apps for iOS, Android, Roku, Xbox, Windows Phone, and Windows 8. Architected iOS and Android shared code and reusable frameworks for multiple apps. Managed dependencies across editorial, ad operations, creative, and several API/platform teams for successful app delivery. Defined server-side architecture for app provisioning and devops.

Microsoft Corporation

Silverlight and WPF Tools for Visual Studio 2008 and 2010

Program Manager Architect — Aug '05 - Sep '10

Defined and drove architectural features into WPF/Silverlight design tools in Visual Studio, including multi-targeting frameworks and versions. Defined and drove features, executed project management, implemented setup, and performed shipping and release management for several out-of-band releases across Silverlight Tools for VS, Windows Phone Developer Tools, Visual Studio, Silverlight, and Expression Blend. Performed customer-facing activities including conferences and briefings. Co-architect of compatibility strategy for the .NET Framework and Visual Studio.

Visual Studio 2005 Core Team

Lead / Group Program Manager — May '02 - Aug '05

Oversaw feature definition, product scenarios, feature architecture, and engineering execution for project system, MSBuild, code editor, and code navigation features in Visual Studio. Co-designed and co-architected MSBuild, including a roadmap of features of enterprise-scale software production. Managed a team of Program Managers and their product areas.

Windows Forms and Component Model for the .NET Framework v1.0 through v2.0	**Lead Software Development Engineer**　　　　　Aug '98 - May '02 Managed a team of Software Engineers to deliver initial versions of the .NET Framework Windows Forms runtime and controls, Windows Forms designer, and .NET Component Model. Co-architected .NET Component Model, Visual Studio designer, and Windows Forms runtime. Explored, defined, and drove product definition, including scenario and customer definition, feature priorities, and partner requirements.
Java Compiler and Windows Foundation Classes, Visual J++ Visual Basic 5.0 Enterprise Edition	**Lead Program Manager**　　　　　Sep '95 - Aug '98 For Visual J++: Defined framework architecture and feature set for Windows Foundation Classes runtime and designer, defined Microsoft's Java language extensions, managed engineering priorities and features for Java compiler. For VB 5.0 EE: Defined and prioritized Enterprise Edition features, including data access, remote automation and Distributed COM interop, Microsoft Transaction Server and Microsoft Message Queue services integration into VB.
Microsoft Consulting Services	**Senior Consultant**　　　　　Feb '92 - Sep '95 Helped Microsoft's largest customers with development and architecture on Windows. Developed custom device drivers, developed and evolved business intelligence and LOB applications, taught and lead engineering teams in Microsoft Solutions Framework.
Various Taking any opportunity to put hands on a keyboard	**Software Developer**　　　　　Jun '85 - Feb '92 Developed business and utility applications for MS-DOS and Windows, including oil exploration and hydrocarbon engineering, process automation, Windows UI and console I/O frameworks, video library automation, reverse-engineering, public utility billing, accounts receivable, disk partition utilities, and diskette copy protection system, using C, C++ and ASM.