Cliff Hall
Software Architect

CONTACT
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SUMMARY

Senior software architect, developer, and tech lead focused on solving domain-specific problems with artificial intelligence, beautiful UIs, and simple, secure services.

Extensive experience working remotely and leading global teams distributed across multiple time zones.

CURRENT SKILLS

Languages, Frameworks, and Platforms
Node.js, JavaScript, Typescript, React, Firebase, Electron, PureMVC, OpenAI, Google Cloud Platform, Model Context Protocol

SELECTED PROJECTS

PlotRocket	plotrocket.app
PureMVC	puremvc.org
Page Fight	page-fight.com
Culturalyst	culturalyst.com
Boson Protocol	bosonprotocol.io
Sinewav3	app.sinewav3.com
Fismo	fismo.xyz
Nifty Cannon	niftycannon.app
CustomShow	customshow.com
ISPAN	lmt.co/2LwQ80n
WeightWatchers	youtu.be/AqfXZDvdbr4

PUBLICATIONS

Technical Books
Actionscript Developers Guide to PureMVC
Building on Ethereum with Solidity and React

RECOMMENDATIONS

"Cliff stepped into an ongoing, $7 million effort with over 1500 pages of specifications and requirements and began contributing on day one. He took over development of what had been identified as the program's biggest barrier to on-time delivery, the user interface, and transformed it into a polished, ahead-of-schedule component that our end users were ecstatic for. Customers with a wide base of experience with diverse Common Data Link terminals have said that Cliff's user interface is the best looking, most intuitive interface they have ever used on such a device. I could not recommend Cliff Hall and Futurescale more highly than I do. Futurescale will absolutely deliver superlative results in a timely manner."
- Brian Connell, Project Lead, **Avtec Systems**

"Cliff is one of the most thorough and detail-oriented developers I've had the pleasure of working with. He asks all the right questions upfront and then just delivers the right product at the right time without requiring any further guidance or oversight. He manages his time really well, doesn't shy away from learning new technologies, and does the work with honesty and diligence. I would recommend Cliff to anyone who wants to build a solid product and has no time for micro management."
- Aman Thind, Executive Director, Electronic Trading & Real-time Analytics, **Morgan Stanley**

"Cliff is an eclectic, high-energy guy whose off-the-wall thinking can turn an insoluble problem into a cakewalk. We worked on a variety of projects together, every one a pleasure. He's a real trouper who gets the job done."
— Jos'h Fuller, Animator / Developer, **ZFx, Inc**

EXPERIENCE

Futurescale, Inc **2004-Present**
CEO, Principal Consultant

PlotRocket *Futurescale Endeavor ~* **Jan 2023-Present**
AI Research and Development *PureMVC, Node.js.* React, Firebase, GPT-4
Combined AI with industry practices for creating episodic television, yielding a tool capable of outlining episodes of a series down to the scene and beat. The AI collaborator can give story-aware suggestions for every story and world-building element, along with justifications for each.

Culturalyst *New Orleans, LA ~* **Mar 2017-Present**
CTO, Architect, Developer Angular, Angular Material, Firebase, Node.js, GPT-4
Built this hyper-local directory connecting artists with grant and performance opportunities. Used AI to overcome a showstopping issue with gathering artist opportunities from around the web and directing them to subscribing artists. With AI, I was able to classify opportunities from random sites into our taxonomy, normalizing the data fields such that they appeared to have been entered through our own UI.

Pass On *Kent, UK ~* **Feb 2024-Mar 2024**
Consultant, Developer Next.js, Node.js, Mocha, PureMVC
Built a modular rules engine and schema for identifying and rewarding actions taken on for this affiliate marketing startup, removing a key barrier to self-service.

Redeemeum UK Limited *Taunton, UK ~* **Sept 2021-Dec 2022**
Consultant, Architect, Tech Lead Solidity, Hardhat, Node.js, Mocha
Led a small, laser-focused team in delivering a completely new modular and audited Boson Protocol V2 architecture for self-serve, decentralized commerce at scale.

Dapp Wizards, LLC DBA nft42 *Boise, ID ~* **July 2019-Oct 2020**
Consultant, Architect, Tech Lead Solidity, React, Firebase, Node.js
Built *Avastars*, the first NFT project to put all art and metadata on-chain. Over 1M USD volume in the first 6 months of operation. Devised unique minting and play-to-earn mechanics.

Morgan Stanley *New York, NY ~* **May 2013-Nov 2015**
Consultant, Developer, Core Team Lead ActionScript, Flex, Javascript, Angular 1.x
Flex to HTML5 migration of Matrix, a modular financial trading and analysis application.

More Satisfied Clients and Agencies **2004-Present**
Adobe Systems, Assurant, Avtec Systems, Effective UI, Cisco Systems, Dorado, Google, JITC, The Jockey Club, J. P. Morgan Chase, Harley Davidson, Heretic Ventures, IndeeLabs, Lala Labs, Lockheed Martin, ManyOne Networks, NYK Logistics, KnownOrigin, State Street Bank, Reputation.com, Ropeadope Records, Sales Graphics, Seen.Haus, Universal Mind, US Strategic Command, Verizon Wireless, Weight Watchers International

Register.com, Inc *New York, NY ~* **2001-2004**
Senior Developer, Tech Team Lead Java, J2EE, EJB, Perl, JBoss. Tomcat, Red Hat Linux

About.com *New York, NY ~* **1999-2001**
Application Developer Perl, Oracle, MySQL, SQL Server, BSD UNIX

Prodigy Communications *White Plains, NY ~* **1998-1999**
Developer, Y2K Test Team Lead C++, Mercury WinRunner, LoadRunner

Cimtek Medical Company *Johnson City, TN ~* **1997-1998**
CTO, Software Architect Visual Basic, Quark, IIS, NT Server

Zfx / Zeta Image *Kingsport, TN ~* **1994-1997**
Animator, Developer, Webmaster Perl, Prisms, Houdini, SGI IRIX, Novell UnixWare

Bridge Computer Systems *Gray, TN ~* **1989-1994**
Programmer, Analyst Oracle, RISC OS, SCO UNIX, UniBASIC

Professional Data Services *Johnson City, TN ~* **1988-1989**
Developer, Technical Writer Datapoint DataBUS

Data Management Group *Johnson City, TN ~* **1985-1987**
Co-Founder, Programmer, Analyst 80x86 Assembly, QuickBASIC, DOS

Data Equipment Supply *Downey, CA ~* **1982-1984**
Game Programmer 6502 Assembly, Commodore 64, Vic-20, PET