

# Daniel James Naab

## Software Architect



Diverse career experience designing web applications and services, desktop software, enterprise tools, and quality assurance. Utilizes strong problem solving skills to produce creative solutions, excelling during all phases of the software development cycle.

### Generalist

With a background in multiple software disciplines, as well as a breadth of experience in all phases of the software development cycle, Daniel is a strong generalist who believes in using the right tool for the job.

### Simplicity

Daniel has a strong eye for condensing complex problems into simple, elegant solutions. In addition, he is experienced in identifying needless complexity and eliminating it.

### Big-picture problem solver

Starting early in his career, Daniel has embraced challenges surrounding business efficiency. Thinking through problems from the standpoint of business objectives in addition to technical ones is a core competency.

### Detail-oriented self-starter

Experienced with formal QA and as lead developer, Daniel is efficient and knows how to quickly find the crux of a problem. Sensitive to the needs of all stakeholders, he has strong communication skills.

### Contact Daniel

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## Web Services and Applications

- **Full-stack development for [Comment Bubble](#) and [Surgus](#)**, video feedback tools used by surgeons and other professionals for peer review. ES6 front-end, bottle.py back-end. Strategic guidance and architectural leadership provided.
- **Web service, application development, and architecture leadership for [Cashklick](#)**, a digital marketing firm. Facebook advertising, Scrapy web crawling, Django REST Framework services. Developed services and assisted a team of off-shore application developers.
- **Service and application maintenance for [National Geographic Society](#)**. Application development and server management for [FieldScope](#) and [nationalgeographic.org](#). Python/Django, MySQL, ArcGIS, Django CMS.
- **Architected Inmar's [Digital Promotion Suite](#)**, a suite of Python-based web applications which publish marketing incentives to a RESTful syndication and redemption network linking brands to retailers. Python/Django, MySQL, Postgres, AWS.
- **Research applications for [Moffitt Cancer Research Center](#)**, including complete development of BMT BRAIN, a large data-management and data-mining tool for bone marrow transplant research and therapy. Django, ExtJS, MySQL.
- **Canvassing Automation System for the [Fund for the Public Interest](#)**, a Django-based data entry fundraising application used by affiliated canvassing operations including the Sierra Club, Human Rights International, and Environment America.
- **Web design and hosting for small businesses**. Web standards (HTML, CSS, Javascript, etc), Python, Ruby.

## Automation Processes

- **Build automation and OEM bundling for [Sonic Foundry \(Sony Creative Software\)](#)**. Complete release-cycle automation, leading to significant efficiency gains for the entire development team and SQA departments. Python, C/C++ Win32, nmake.
- **Distributed CD ripping/encoding system for [Pressplay](#)**. Developed an automated CD ripping system which, in a fault-tolerant manner, encoded via a grid to roughly a dozen streaming formats for online distribution. Python, MS SQL, MS Access, and AKRip.
- **Song lyric web crawling for [Gracenote](#)**. Developed and deployed a Java-based tool to automate the acquisition and normalization of song lyrics from the web, for licensed redistribution. Google search APIs, Java HTTP client.
- **Web crawling and search index for [Cashklick](#)**. Designed and implemented an efficient web crawling infrastructure with RESTful query API for retail sales search system. Scrapy, Django REST Framework.

## Consumer Desktop Software

- **[DRAW Pro Premier](#), [Instant Designer](#), and [CAD Pro](#), for [Delta Software International](#)**. As sole developer, handled several release cycles of this suite of C/C++ MFC consumer CAD applications. WinXP and Windows 7 logo certification.
- **Lead development of [Tunes and Views](#), a multimedia slideshow, for [DSI](#)**. This slideshow screensaver was developed in Python with a Qt/PySide GUI; Phonon, the Python Imaging Library, and PyAudio were used for media support. Windows and OS X versions.
- **Lead Developer for [METAJAM](#) and [Promo Studio](#), musician management software, for [broadjam.com](#)**. Java, Swing, JDBC, Apache HttpClient, Apache Tomcat. Contributed extensive code to the open-source [SwingWT](#) project. Windows and OS X versions.
- **Sound Forge, ACID, Vegas, and SIREN, audio and video productivity tools, for [Sonic Foundry \(Sony Creative Software\)](#)**. New feature development and release-cycle management. C/C++, Win32 APIs, Windows Installer, nmake.

EDUCATION  
University of Wisconsin - Madison  
BS, Computer Science  
Aug 1997 - May 2001

### Work History

- Crushing Pennies LLC**, independent consulting. 2013-2016  
**Inmar**, web service and application development. 2012-2013  
**Moffitt Cancer Research Center**, web application development and maintenance, 2011  
**Freelance Development Work**, desktop and web application development, 2005-2011

- JADE International**, Contract Software Engineer, 2005-2010  
**Fund for the Public Interest**, Web App Developer, 2007-2008  
**Broadjam.com**, Lead Software Developer, 2002-2004  
**Sonic Foundry**, Software Design Engineer, 1999-2002  
**Orasoptic Research**, Network Administrator, 1999