Eli A. Taylor

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EDUCATION

San Francisco State University, San Francisco, CA

- June 2005: Bachelor of Arts, Industrial Design. Dean's List

Howard University. Washington D.C.

- Legacy Scholarship Recipient (academic merit scholarship)
- Vice President, American Institute of Aeronautics and Astronautics (AIAA), Washington, D.C. Chapter

Postbaccalaureate. SFSU/CCSF/Goldate Gate/LACC/Cal Ext.   2005 - 2008

- Advanced courses in mySQL, Android, Java, Lunix & Virtualization, IP Law, and the SDLC.

EXPERIENCE

ID Interactive. *Senior Web Developer,*   May. 2013 – Present

Building online games and reward campaigns for clients from Oreo throughout the brands of Unilever.

analytics.idinteractive.co: Constructed an aggregation and reporting tool to automatically detect whether campaigns are performing above or below KPIs. It aggregates data from Twitter, Facebook Insights, and Google Anayltics, then provides an internal API to search by project and create new graphs and tables.

Track Authority. *Architect and Owner,*   Dec. 2012 – Present

Deisgning and developing a music game and competition where users rate each other's selections while building playlists in order to win gift certificates, concert tickets and cash prizes. The codebase environment is LAMP, but is highly optimized by several Bash scripts: 1. For pre-processing image uploads, I use ImageMagick to crop and resize images based on an automated mySQL cue table. 2. For re-indexing the music catalogue - of 20,000 songs and growing – I use and extend a tool called Beets to correct mp3 meta-data, download artwork and lyrics, and determine sound-wave averages such as BPM (beats-per-minute) and Replay Gain (used to determine average encoded decibel volume of the sound wave).

Healthline Networks LLC. *Software Engineer,* San Francisco, CA.   Nov. 2009 – Nov. 2012

- **Navigator:** Best described at healthline.com/corporate/navigator/prod/demo.html, Navigator is a cross-domain script tag used to inject contextual ads *and* content onto any web page from a single line of JavaScript.
  - The system supports up to 60 requests per second including tracking pixels and over 50,000 SQL inserts batched daily through an asynchronous SQL loader. (Clients included healthline.com, sharecare.com, health.yahoo.net, drugs.com and others)
  - Units can be injected on-load and by user-engagement, directly on the page, or by hyper-linking keywords in the page source. Keywords can be pre-selected during the crawling process or via a client-side DOM scanner searching

common semantics and other ad tags running simultaneously. This allows well targeted advertising services without a backend processor for contextualization[1].

- o Navigator can automatically detect appropriate ad placement via another DOM scanner that measures element's amount of text, dimensions, DOM structure and tag types. It also can be more tightly controlled via Dashboard described below.

- o Injected *content* - where hyper-links remain on the host website – can be placed to provide additional navigation tools for the user. However this requires pre-indexing the client's entire site. This process is targeted, cued and controlled by Navigator and its Dashboard, described below.

- **Healthline Dashboard:** nav.healthline.com/healthstat/nav/dashboard/login (contact for credentials)

  - o Dashboard is a Content-Management-System and debugging tool for reviewing Navigator, healthSTAT, and internal crawler's performance across various installations. Dashboard aids in backend debugging of the Healthline Taxonomy and search decisions. It also provides the crawler additional controls for prioritizing areas of the page to parse, skip, and flag for changes or inter-linking[2].

  - o Through Dashboard you can rebuild any webpage within a proxy environment on Healthline servers in order to install, test, and demonstrate Navigation functionality on any URL. Ex. nav.healthline.com/healthstat/nav/page/demo?actionType=previewPageAllLinks&url=http%3A%2F%2Fwww.drugs.com%2Fpregnancy&partnerToQA=client&partnerId=client&advertiserId=90&kOverrides=cytotoxic%20agents%2Cretinoids%2Clactating&navTracer=true

- **ComputeQA:** A Google Chrome Extension and browser-based Crawler to automate QA of both source code, flash ads, any JavaScript installation.

  - o Builds automated reports on how pages are categorized by many different engines and APIs, while tracking the web of links between each page. Everything is stored in SQLite LocalStorage via Lawnchair. Ex. healthline.com/corporate/navigator/stage/crawler.html?domain=sharecare or ?domain=healthline (both take a while to load all 30K rows)

  - o Takes .jpg screenshots of every page crawled. It can also first render watermarks or outline all areas of the page by targeting categories for easier review & debugging.

Aside from core code for the Healthline's Nimble Crawler and several of the APIs that Navigator taps, I solely engineered all aspects of these 3 products over 3 years using Java, SQL, and completely native JavaScript for seamless portability across domains.

- **ActionScript App Development**: Mini game and ad development. Creative multi-media ads and marketing tools for Healthline, MyOptumHealth, Claritin, Seroquel XR, Crestor, Vimpat, and many prescription drugs under legal scrutiny review and FDA requirements.

Taylor Made Management. *Lead Software Developer,* Berkeley, CA.   January 2009 – November 2009

  - o Developed projects with local and international teams, using Mantis for management and SVN for version controlling software among eight engineers on 3 continents.

- **MyCubi.com**: A social networking tool for connecting sellers, buyers, and services

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[1] Contextualization is the relationship of 3rd party content and advertisements to the host page.
[2] Inter-linking is another service Healthline sold to create hyper-links within the source code of partner's pages between related pages.

- o Wrote advanced search logic for finding and filtering results by type, distance, price, date, time and other criteria.
- o Plotted all search results on a Google mapping application with custom markers by type, and tabbed windows providing street views, 'cubi' details, and directions (using Google maps v2 api)
- o Built Facebook application (using FBConnect) to post on user walls and send messages to friend's inboxes.
- o Integrated and upgraded social networking 'inviter' script to share/publish user profiles and details across a dozen email clients and two dozen social networks.

- **weddinglocation.com/clientpass/**: Solely engineered performance reporting system for view site traffic, user inquiries, and return-on-investment figures. System includes 3 levels of access with top level administrators being able to change cost values per account or property, receive notifications upon account logins, and scheduling custom reports to be email at any frequency or timespan, to anyone.
  - o The system provides complete drilling capabilities on any data set for any time frame; and populates both Flex graphs and DHTML tables and charts with a single click.
  - o Uses OOP Ajax engine (native js) for data requests, and Jquery for interactive effects and transitions.

- **Huey P. Newton Foundation (bpp.taylormadetraffic.com):**
  - o Design & developed a unique interface for navigating articles, essays, events, and new program initiatives
  - o Implemented the Google Language API (php) to translate entire site and individual articles to nearly any language.
  - o Extended open source CMS OpenCart with configuration options to map and re-stylize all products and profiles
  - o Perfected an AJAX cue-engine with control over http request priorities, frequency and timeouts

- **ChartMedica.com**: A secure (HIPPA-compliant) PHP framework for patient's medical records.
  - o Developed Flex-based interface for a patient's medical records system.
  - o Extends the provided PHP with tools and APIs, including a dynamic PDF generator (fpdf), and an automatic, online faxing application (myFax.com); among various libraries and other components within the Flex code.

- **SkyeInteractive.com**: OLAP Financial Analysis Demo Tool: Built a customized, Flex based Advanced-OLAP Data Grid to aggregate large sets of financial data fed from SQL Server through a .NET web service.

Berkeley High School. *Lead System Developer,* Berkeley, CA.   September 2008 – January 2009

- Built Berkeley High School's online student newspaper, picture gallery and blog. The published site was in Flash and supported student essays still up, but not maintained at www.themeans.info.
- The incomplete, but upgraded version included 3 levels of secured user privileges for viewing, editing, reviewing, grading and publishing essays. Essays could be drafted and reviewed using a tinyMCE editor for rich formatting and commenting.

BCBGMaxAzriaGroup *Flash Developer,* Los Angeles, CA.   April 2008 – August 2008

- Developed web applications and sites for multinational couture fashion labels.
  - o HerveLeger: developed store location profiles and finder, and runway/fashion show video presentations
  - o Created Fall 2008 BCBGMaxAzriaGroup company site and flash catalogue with another team member
- Built BCBG.tv to archive all video content with search and sorting capabilities. Delivered thumbnail and text descriptions of every video with content pulled from static XML, Flash Media Server, and mySQL/PHP
- Created Tell-A-Friend applications for users to email their friends products and links directly from our site

- Added client side features for saving settings and style preferences via Local Shared Objects (flash cookies)

<u>Taylor Made Management</u> *Contract Developer,* Los Angeles / San Francisco, CA.   January 2004 – May 2008

- Integrated Building-Safety-Solution's (www.bssnet.com) emergency evacuation training program with Ameriprise Financial's Learning-Management-System (LMS). Wrote an External-Interface class to allow Flash buttons to communicate with the LMS through a JavaScript-based API called SCORM 1.2
- Also for BSS: Wrote a JSFL script to export, convert and organize named layers directly from Illustrator CS3 into a single Flash movie clip. A naming convention for each layer in Illustrator specified how movie clips were named and embedded within each other. This provided the core content for a standalone Flash product which I built to allow safety professionals and engineers to zoom and locate safety equipment, stairwells, sprinklers and more, on every floor, throughout multiple skyscrapers.
- Designed and developed all animation and interactivity for a kids' website on healthy eating habits and recipes (AS2/XML/PHP: www.goodlifewithgabby.com / flash.goodlifewithgabby.com). Applications included coloring book, recipes sorter, dynamic video player, and language translator via Google Language API

Built and designed entire website for annual music festival in downtown San Francisco's Union Square Plaza. (PHP/JavaScript/CSS/HTML/FlashMX). Also raised $7,000 in cash corporate sponsorships, $10,000 in booth sales, and saved $12,000 through cross promotions with local printing press, SF Guardian, KMEL and online media.

LANGUAGE / SOFTWARE TAGS

- Software: IntelliJ/Idea (JetBrains), Eclipse, Netbeans, Flex/Flash, Photoshop, Illustrator, Visio & all Office 07
- Programming Languages: JavaScript (native/yui/jquery / bootstrap), mySQL/SQL, PHP, Java / Android SDK, Linux (Bash), ActionScript/MXML, HTML5, CSS, CVS/Subversion/Git