

Monte Hayward

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Summary

Brought nine new Software as a Service (SaaS) products online, with exits of \$75M, 2 @ \$30M, \$32M and \$40M. Named inventor in three US Patents, and associated international patents.

Experience strategist, application developer, and user experience technologist.

Evaluates business and consumer problems and devises creative and unobtrusive objects to solve them. Passionate about mental models and brainstorming. Provides the rapid prototyping skills needed to prove a novel solution. Embraces the extreme uncertainty of start-ups and entrepreneurial ventures. Engages technical and business stakeholders in the lean, agile interplay that makes the most of an opportunity.

Seasoned developer of social media, information feed, and search products. Specialties: Experience strategies, user experience, JavaScript OOP, actionable metrics, Web applications. Comfortable with JavaScript frameworks, single-page applications, native JavaScript, SQL/noSQL, CSS, XML, and shell scripting.

Objective

Help companies get their Minimum Viable Product (MVP) to market faster. Prefer long-term contract commitments. Billing is corp-to-corp or 1099.

Skills

✓ native JavaScript	✓ User Experience / UX	✓ Rapid Prototyping
✓ Angular.js	✓ Innovation Development	✓ Agile Modeling
✓ D3.js Data Visualization	✓ Start-ups & Entrepreneurship	✓ PCI-compliant Payment Systems
✓ RESTful APIs / JSON	✓ Web Applications	✓ Financial data applications
✓ CSS, LESS, SCSS	✓ User Interface Design	✓ SQL / noSQL
✓ Mobile Applications	✓ Web Development	✓ Java
✓ OOP	✓ Agile Methodologies	✓ XML

Experience

Senior Freelance Developer

Greenfield Innovation Group

01 / 2014 - Present

Full stack developer with UX-First approach. Providing software development focused upon early stage innovation, from inception to 1.0. Twenty years experience in Internet startups.

Selected Projects

- Data Metrics Visualizations for Retail Merchandisers
 - Creation of D3.js tag cloud, table, and other views. Built atop client's home-grown MVC framework.
- Mobile Web App – Insurance eCommerce
 - Beta to MVP to 1.20: UI/UX development on an Ember application
- Mobile Canvassing App - Fundraising
 - Functional testing, business analysis, and UX design consultation
- Payment Systems - Fundraising
 - JavaScript / jQuery front ends with JSON API. Implemented ACH, Chicago Marathon discount code solution.

Kimbia Senior Director of Development 9/2013 -1/2014

Drove software product development on a SaaS platform for payments, fundraising, and event management. Tailored an agile development process to meet hard external commitments and introduce novel, market-disrupting technology.

Grew and strengthened the whole-team agile culture among business stakeholders and developers. Collaborated with clients and subject matter experts in related industries to provide compelling value. Analyzed business rules and engineered engaging user experiences. Specialized in distributed clients and applications.

Kimbia Director of Development 8/2010 – 8/2013

Lead software product development for contextual giving, viral fundraising, and event management. Initiated a whole-company approach that emphasizes shared understanding. Gathered metrics and feedback, to attune product offerings to customer needs.

Validated PCI Level 1 compliance in all aspects of operations and development.

Kimbia Senior Software Engineer 1/2008 – 8/2010

Primary developer of distributed client products. Team developer of server and client side products and bundles.

- Portable giving form
 - Any customer can paste a single-line snippet into their Web page. Upon page load, this JavaScript client "wakes up", finds its location, and inserts a form. The form takes donations and event registrations in the context of the customer brand and page.
- Advocacy workflows
 - People sign themselves up, and then may show support by placing a form snippet on their site or blog, and emailing personalized links. Viral advocacy supports the core Kimbia principle: Personal relationships motivate people to donate and sign up. The form is viral, so, the power of giving is pushed out to the very edges of a network of advocates, enabling geometric expansion.
- Mixin components
 - Conditional questions, complex validation, custom script events, and payment plans support a highly configurable experience.
- Ancillary widgets
 - Reporting, lookup, payment plan self-service, and others round out the suite.

Pluck Corporation— \$75M exit Solutions Engineer 2/2007 – 9/2007

Solutions Engineer for a premiere social media platform serving publishers Better Homes and Gardens, McGraw Hill, Conde-Naste, Hearst, and Gannet. Wrote to a JSON API and debugged server application.

	Wetpaint— \$30M exit Helped Wetpaint.com get their Internet collaboration software to beta and 1.0 launches, which were lauded by Cnet News, TechCrunch, and Technology Review. Enjoyed their rapid round-trip engineering process, which scaled well. Built features and templates to empower non-technical users to create social communities on their favorite topics. Employed JSP frameworks, RESTful API for data, AJAX for a responsive user experience, and CSS skins.	User Experience Engineer 2/2006 – 6/2006
	Singingfish— \$30M exit Produced UX and prototypes for presentations that led to a \$30M acquisition. 2000-2004 - Designed and developed Singingfish Audio-Video Search user interfaces, enabling fully featured, first-to-market releases. See A Short History of YouTube: http://amzn.to/bNUZFN 2000 - Developed first media search site for mobile devices Developed media RSS feed ingester software, to pulls content from MSNBC, Yahoo! Music, CBS News, Marketwatch, NPR, and Reuters. Coauthored the Singingfish RSS namespace extension to fully describe and syndicate media content. Helped Yahoo engineers to add Singingfish RSS fields into their Yahoo Media RSS 1.0.0. This became the standard Media RSS. Supported partner company media feed development. Automated XML Schema validation, reducing feed ramp-up and removing skill barriers. Wrote video search SDKs for Perl, Java Servlet, JSP, and XSLT. Devised a click recording system to capture user behavior and relevance. Shepherded Windows Media, RealPlayer, and other early customer implementations.	Software Engineer 2000 – 2005
	HaggleZone Java servlet and Web application developer on Auction (US7024376) and Haggle/Negotiation (US7756772, US6035288) applications backed by an 800,000-product inventory system.	Software Engineer 1998 – 2000
	Free Range Media— \$32M exit Java servlet and Web application developer on Auction (US7024376) and Haggle/Negotiation (US7756772, US6035288) applications backed by an 800,000-product inventory system.	Web Builder 1997 – 1998
	iCat Corporation— \$40M exit Java servlet and Web application developer on Auction (US7024376) and Haggle/Negotiation (US7756772, US6035288) applications backed by an 800,000-product inventory system.	Web Production Specialist 1996 – 1997
Education	Master of Associated Medical Science, Biomedical Visualization BFA and Life Sciences minor	University of Illinois Chicago University of Illinois at Urbana-Champaign
Patents	<ul style="list-style-type: none"> ➤ Method of Disseminating Advertisements Using an Embedded Media Player Page US Patent: 8122236 Inventors: Monte Hayward · Issued, 10 / 2001 ➤ Methods and Systems for Collecting Data For Media Files US Patent: 7849160 Inventors: Monte Hayward · Issued, 10 / 2001 ➤ Method of Sizing an Embedded Media Player Page EU Patent: EP 1350392 B1 · Inventors: Monte Hayward · Issued, 01 / 2011 	