

summary

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.

Veteran developer of social media, information feed, and search products.

Specialties: Experience strategies, user experience, distributed clients, JavaScript OOP, actionable metrics, Web applications.

Comfortable with JavaScript frameworks, single-page applications, SQL, CSS, XML, shell scripting, JBoss, Apache.

skills

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

experience

Greenfield Innovation Group

Freelance Product Developer

01 / 2014 - Present

Full stack developer with a 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

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

09 / 2013 - 01 / 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.

Director of Development

08 / 2010 - 08 / 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.

Senior Software Engineer

01 / 2008 - 08 / 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

02 / 2007 - 09 / 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

User Experience Engineer

02 / 2006 - 06 / 2006

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 repponsive user experience, and CSS skins.

Singingfish – \$30M exit

Software Engineer

2000 - 2005

- 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](#).
- 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.

HaggleZone

Software Engineer

1998 - 2000

Java servlet and Web application developer on Auction (US7024376) and Haggle/Negotiation (US7756772, US6035288) applications backed by an 800,000-product inventory system.

Free Range Media – \$32M exit

Web Builder

1997 - 1998

Team lead and Web site builder for agency customers including Swedish Medical Center, Bay Watch, and Advanced Interactive Systems.

iCat (Intel) – \$40M exit

Web Production Specialist

1996 - 1997

Web Development, Product Development, Web Application Development, User Interface Design, Template Construction

education

University of Illinois at Chicago

Master of Associated Medical Science, Biomedical Visualization

University of Illinois at Urbana-Champaign

BFA and minor in Life Sciences

patents

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