

Recent Employment

Hulu, LLC
Seattle, WA,
USA

Principal Software Engineer & Architect – Clients

Nov '18 – Feb '22

Individual contributor working directly for the VP of all clients (150+ engineers), collaborating across the entire company (1000+ engineers), over multiple locations. Evolved the Hulu non-playback experience on Smart TV, mobile, & web platforms, focusing on unified technology & implementation choices across five diverse application code bases for 35m+ unique devices.

- Developed & guided the organization on a large-scale revamp of how our clients & services interact, embracing a “Service Driven UI” approach, and introducing two-phase request patterns for increased client performance
- Co-designed a new service enabling “reverse” feature identification of devices & their capabilities, allowing services & editors to trivially target devices with the best experience, across the entire catalogue experience, part of the critical call path for our home experience (10m+ calls a day)
- Collaborated with service engineering leaders to reimagine our core client-facing API patterns to enable CQRS patterns to be adopted as part of Hulu’s core-services architecture
- Spearheaded adoption of remote feature flagging across five clients through education & first use-by-example for wide-scale rollouts across 35m+ viewers (Co-presented parts here: <https://launchdarkly.com/galaxy/custom-attributes-for-fun-and-scale/>)
- Technical ownership of nine-month redesign & implementation of the primary UI experience & interactions across all client experiences impacting multiple teams – clients & services (technical), product manager (designing requirements & roadmaps), and adoption of a new Service Driven UI approach (Press: <https://press.hulu.com/news/2020/05/20/hulu-unveils-updated-user-interface/>)
- Designed, socialised, & drove implementation of low impact “weighted Impressions” for all clients, enabling recommendation services to accurately model viewer behaviour with dynamic UI
- Worked with multiple Director & VP leaders across the organisation, advising on engineering issues – architecture, long-term roadmap, and tactical technical issues
- Formally & informally mentored 10+ early & mid-career engineers from front & back-end teams

Microsoft
Redmond, WA,
USA

Principal Software Engineer – Visual Studio Live Share

Feb '18 – Oct '18

Individual contributor on [Visual Studio Live Share](#) real time collaboration tool for developers writing code in TypeScript, C# for inclusion in Visual Studio Code, and Visual Studio for Windows.

- Ownership of operational transform-based co-editing features with Visual Studio Code & Visual Studio Windows
- Implemented “Local only” undo to reconcile only a local user’s explicit edits within a distributed editing environment for Visual Studio Code
- Broad & significant code quality clean-up & refactor across multiple features (Debugging, Build Task Integration) to support future feature growth
- Rebuilt foundation of file sharing from assumed ‘single’ root, to support multiple disparate root folders in one session
- Mentoring early-in-career team members as they ramped up & tackled their first projects
- Customer collaboration & diagnosis through beta release cycle tracking down co-editing ‘sync’ issues

Principal Engineering Lead – Groove Music / Movies & TV
Senior Software Development Engineer

Nov '13 – Feb '18
Sep '10 – Nov '13

Delivered high quality apps, loved by customers (4+ stars) on the Windows platform family of devices – Mobile, Desktop, HoloLens, and Xbox. Taking them from green field projects to established apps on 100's of millions of customers devices.

Individual Contributor

- Drove application technology evaluation leading to rewrite of Music & Video for all platforms in C++/XAML/UWP from Web-based technology stack
- Delivered 50%+ improvement in start-up time for the team's apps on all platforms
- Infrastructure & architecture to enable good performance by-default
- Defined, designed & built an easy-to-use JavaScript control framework in a pre-React world for Music & Video apps, enabling 40+ engineers to focus experience creation not infrastructure
- Mentored & trained 10's of team members on HTML5 technology platform & custom framework, as well as later transitioning the team smoothly to C++/XAML
- Many individual feature contributions in all parts of the applications, on all platforms

People Manager & Tech Lead

- Managed 3-6 engineers in a combined engineering environment, to deliver key experiences around Fluent, Authentication, and windows integration.
- Key member of the organization providing technical guidance on all aspects of the product's development
- Managed engineers & external vendors working on Groove Music iOS & Android
- Mentored & grew team members from pure developer or pure testers to transition to combined engineers owning implementation & quality end-to-end
- Curated, built, and managed the feature road map of features for 3-6 engineers, ranging from single sprint to multi-month roadmaps
- Tech lead for Shell Features: Triage, Work distribution, feature team mentoring. Worked with Engineering & Program Leaders to prioritize work along with in/out features, and setting long term direction
- Established strong relationship with UX/Design team to understand requirements to build new experiences (<https://channel9.msdn.com/Events/Build/2017/T6092-R1>)
- Built action plan, and drove team migration from custom build system to MS Build & Visual Studio Online (TFS)

**Personal
Projects**

Storyvoid Instapaper Application

Jun '12 – Present

Instapaper Application for Windows as a 7-year labour of love to build a complete online & offline experience for windows tablets & phone devices. Built using JavaScript, TypeScript, and C++. (<https://codevoid.net/storyvoid>, <https://github.com/grork/StoryvoidWWA>)

- Incremental data synchronisation engine to support offline edits & management of articles, connected to the Instapaper Service
- Control model library in JavaScript, and OAuth Request library to support signed requests (<https://github.com/grork/Utilities>)
- Async store-and-forward/producer-consumer telemetry library written in C++ (<https://github.com/grork/MixpanelClient>)

**Skills (aka
Keywords for
recruiting
tools)**

Recently Worked with: C/C++, HTML, CSS, TypeScript, JavaScript, XAML, C#, GIT, UWP, Unit Testing

Working Familiarity: Visual Basic, Fortran 77/90, Silverlight, WPF, Swift, iOS, SQL, Java, UI Automation, Test Infrastructure, Visual Studio Online, Web Services (SOAP, RESTful)

Earlier Employment

Microsoft Redmond, WA, USA	Senior Software Engineering Lead – Visual Studio Senior Software Developer	Nov '09 – Sep '10 Jun '06 – Nov '09
	<p>Within the Developer Division of Microsoft, I was a member of the 'Visual Studio Team Test' development team. This product is focused on bringing Testing/Quality Assurance tools directly into Visual Studio. Primarily this focuses Unit, Web, and Load Testing, along with integration into Team Foundation Server for the generalist manual tester.</p> <ul style="list-style-type: none"> Created app architecture & key experiences for "Microsoft Test Manager" stand alone app – from green field to V1. Air-dropped to India for rapid re-implementation of core user experience of Test Runner Participated in maintenance, and development of continuous integration system Participated in, and became SCRUM master of SCRUM agile development team Successfully lobbied for the use of WPF in standalone test management client versus being integrated in Visual Studio Designed, developed new implementation for Unit Test generation feature in the '2008' Visual Studio release, targeted at improving stability, performance, maintainability, and future extendibility Specification, design reviews, bug triaging, and general development lifecycle duties Many similar duties as previous role – customer interaction, collaboration, and mentoring 	
	Software Development Engineer in Test	Jan '04 – Jun '06
	<p>Within the Developer Division of Microsoft, I was a member of the 'Visual Studio Team Test' test team. This product was focused on bringing Testing/Quality Assurance tools directly into Visual Studio. Primarily focused Unit, Web, and Load Testing, along with integration with Team Foundation Server.</p> <ul style="list-style-type: none"> Authored shared automation infrastructure for all Team Test & Developer Mentored new team members, Interviewed potential new hires Cross-team collaboration (Team Foundation, IDE, Profiler/Static Analysis teams) Presented demonstrations of Team Test features & functionality to external customers Liaised with external third-party developers on Team Test extensibility APIs Community support (external, and Internal) 	
Book Author Wiley & Sons, Inc	Professional Software Testing with Visual Studio 2005 ISBN: 9780470149782	Jan '07 – Sept'07
	<ul style="list-style-type: none"> Working with three co-authors, authored a book about software testing with Visual Studio 2005, to hit a hard-unmovable deadline. Defined books scope and contents with co-primary author (Tom Arnold) Authored three chapters (Introduction, Unit Testing, and Dynamic & Static Analysis tools) <p>Excerpts on my blog at https://codevoid.net/book-chapter</p>	
Internships & Early Career	<p><i>Palomino Technology Ltd, Developer:</i> CRM application w/ RESTful Web Services, SMS Messaging</p> <p><i>Century Dynamics Ltd, Developer:</i> Parallel processing in MPI/PVM, FORTRAN, C++, command processor for 3D interactive GUI</p> <p><i>Vitamin Internet, Ltd:</i> Web Designer & Developer</p>	
Education	2001–2003, Computer Science (BSc), Cardiff University, Cardiff, Wales	