GUY ETTINGER

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Summary

Dynamic Software Engineer with over 20 years of experience in developing innovative applications and leading engineering teams. Proven expertise in architecting cross-platform solutions, optimizing performance, and enhancing user experiences. Recognized for co-inventing a patent for 3D visualization and contributing to Emmy award-winning projects such as phonetic search engines. Committed to delivering value by leveraging deep technical knowledge and leadership skills to drive project success and foster collaborative environments.

Work Experience

Product Engineer, Filmhub | Atlanta, GA
September 2024 – Present

- Developed a universal streaming application for mobile, TV, and web platforms (frontend and backend) using react native, expo, and nextjs.
- Created a continuous delivery system for a react native application including building for multiple platforms, testing, and automated delivery.
- Implemented a comprehensive rebrand of the company website using nextjs with shadcn and tailwind.
- Developed a referral system to enhance user engagement and growth.

Lead Software Engineer / Head of Engineering, Flaire | Atlanta, GA
December 2023 – September 2024

- Led the transition from outsourced to internal engineering, recruiting and managing a high-performing engineering team.
- Collaborated with product, design, and growth teams to redesign the flaire.me web application using React, Next.js, Express.js, and PostgreSQL.
- Directed the development of the React Native mobile app utilizing Expo, AWS Amplify, and GraphQL.
- Constructed tracking and referral systems leveraging Sigma, GA4, FullStory, and Amplitude.
- Migrated the entire infrastructure from GCP to AWS, enhancing scalability and cost efficiency.
- Implemented fuzzy map searching by integrating Google Maps, Foursquare, and OpenAI APIs.
- Developed a React Native map component that displays OpenSearch geohashed results.

Lead Software Engineer / Director of UX, Pointivo | Atlanta, GA
July 2018 – May 2023

- Engineered a comprehensive application suite for the largest tower owner in the United States, effectively managing millions in contract compliance.
- Established a modular product framework to accelerate application development with a component system and white-label theming capabilities.
- Co-invented Patent US11216663B1 for 3D visualization and interaction with point cloud data.
- Delivered specialized solutions for tower audits, telecom mapping, roofing, solar, and facilities management.
- Conducted extensive user research and prototyping to ensure customer satisfaction across complex B2B workflows.

Principal Software Development Engineer, Avid | Atlanta, GA
October 2016 – July 2018

- Designed and implemented phonetic indexing interfaces specifically for the media and entertainment industry.
- Successfully transitioned Nexidia products into the Avid ecosystem, including Dialogue Search and Cloud|UX platforms.
- Delivered desktop and web applications tailored for professional media workflows.

Senior Software Engineer, NICE Nexidia | Atlanta, GA
August 2012 – December 2016

- Co-developed a phonetic search engine for the media industry featuring a REST API and supporting services.
- Engineered a pluggable media ingest system that interfaces seamlessly with popular asset management systems.
- Co-designed a web application focused on caption quality control for broadcast media.
- Developed a modularized JavaScript framework that facilitates rapid web application development and testing.
- Extended a JavaScript video player framework to support modern formats and third-party players.
- Co-created a high-performance document processing system incorporating monitoring capabilities.
- Recognized with prestigious awards including a Technical Emmy Award for Phonetic Indexing and Timing, as well as several design and innovation accolades.

Co-Owner, Inman Perk Coffee | Atlanta, GA
January 2005 – November 2016

- Successfully managed multiple coffee shop locations with a strong focus on community

engagement.
- Crafted the brand's website and marketing materials, while establishing a rotating art gallery program.
- Achieved recognition as one of the Top 10 Coffee Shops in Atlanta (CitySearch, Yelp, TripAdvisor), along with the ASID Bronze Design Excellence Award.
- Consulted with secondary education institutions to develop coffee-related educational programs.

Lead Software Engineer | Full Stack Designer | Animator, Rockstar Power Suite | Atlanta, GA
September 2008 – July 2012

- Developed an extensive software toolkit for internet marketing and display advertising.
- Implemented a cloud-based file storage system featuring scalable architecture.
- Constructed a 2D rendering engine capable of supporting animated outputs for marketing campaigns.
- Integrated market research data-mining capabilities into advertising analytics.
- Designed an MVC3 customer management system to optimize client operations.
- Provided creative direction and animation for over 4,000 business graphic templates.

Lead Software Engineer, Perpsective Labs | Atlanta, GA
January 2004 – April 2005

- Developed a many-to-many real-time data collaboration software system.
- Organized and led a software development team working under aggressive schedules.
- Successfully deployed complex software solutions across various organizations, including military training facilities.
- Delivered intricate software solutions within stringent deadlines.

Senior Research Scientist, Applied Global Technologies (AGT) | Atlanta, GA
November 2001 – December 2003

- Designed cutting-edge software systems that enabled seamless data sharing across web, desktop, and video platforms using the .NET Framework and ASP.NET.
- Invented a system and method for sharing, viewing, and controlling multiple information systems (Patent Application 20040103151).
- Co-invented a system for video conferencing endpoint interaction (Patent Application 200410973008).
- Developed solutions to integrate disparate information systems across various platforms.

CS Teaching Assistant – Systems and Networks, Georgia Institute of Technology | Atlanta, GA
January 1999 – October 2001

- Assisted in teaching System and Networks courses, focusing on key technical competencies.

- Supported grading of ANSI C system and networking projects.
- Facilitated student understanding of core computer science concepts including system architecture design, device controllers, threads, and reliable transfer control protocols.
- Produced graphics and teaching aids aimed at demonstrating essential computer science fundamentals.

Education

BS, Computer Science, Georgia Institute of Technology | Atlanta, GA
1997 – 2001

- Graduated with Highest Honors and consistently placed on the Dean's List every semester/quarter.
- Coursework: Participated in a CO-OP program with National Cash Register (NCR) working on the Decisionet wireless supermarket pricing system; completed a senior project with Siemens focused on a technicians interface for a Universal Edge 9000 DSL node.

Skills

- **Programming Languages & Frameworks:** React, React Native, Typescript, Next.js, Python, Node.js, Nextjs, Expo
- **Development Practices:** Full-Stack Development, Mobile Development, User Experience (UX), Design, Design Systems
- **Other:** Entrepreneurship

Certificates

- Unity Essentials Pathway - Unity
- Unity Mobile AR Development - Unity

Awards

- Technical Emmy Award for Phonetic Indexing and Timing: National Academy of Television Arts & Sciences (NATAS)
- Best of IBC: TVBEurope
- IBC Daily Award: The IBC Daily News
- IBC Daily for both Nexidia Dialogue Search and Nexidia QC
- STAR (Superior Technology Award Recipient) Award: TV Technology Europe

Languages

- English (Native)