

# Lacy Rhoades

Software Engineer — Brooklyn, NY

Born: John Lacy Rhoades, winter of 1986

First electronic keyboard: Christmas 1989

Built a desktop computer: Summer 2000

Bachelor of Science, Computer Science: Tennessee Tech, 2008

Lives: Brooklyn, New York since 2011

Side projects: GRYSCL—a street-photography app; ColorShift—a color tile game for iOS

@lacyrhoades around the Internet, or email me at lacyrhoades@gmail.com

## Professional Experience

### **Sr. Software Engineer — Wildcard (trywildcard.com) — New York, NY — 2015-2016**

At Wildcard I took over the iOS codebase, leading the way through a number of great feature releases until the ultimate retirement of the app in March 2016. Our mission was to provide all the news you cared about, across the web, delivered in one place. My favorite technical achievement at Wildcard was the integration of beautifully smooth audio and video.

### **Software Engineer — Etsy, Inc (etsy.com) — Brooklyn, NY — 2011-2015**

At Etsy I began as a generalist engineer, experienced in PHP. By 2012 we at Etsy began to move into the native app world, and having Objective-C experience I was one of the first engineers to not only get us into that world, but also I worked to internationalize the app. I worked on adapting the app to iPad, then later refactored our code to better share components between iPhone and iPad.

Ultimately we took the “seller tools” into its own discrete app. The last product launch for me at Etsy was an instagram-like feed of photos from buyers, celebrating their purchase and the connection with the sellers around the world. My work spanned the web frontend and backend, as well as both iOS client apps and the supporting API.

### **Web/App Developer — IOSTUDIO (iostudio.com) — Nashville, TN — 2009-2011**

At IOSTUDIO I began as a self-taught PHP developer and eventually worked to run and maintain NationalGuard.com which is a medium-scale CMS-driven recruiting website for the Army National Guard. I also worked on countless agency client properties for local restaurants, manufacturers, etc. in a wide variety of technologies ranging from Wordpress, to entire custom e-commerce platforms.

### **Production Engineer — University Distance MBA Studio — Cookeville, Tennessee**

During college and after I worked as a production studio assistant and software developer for the Distance MBA program at Tennessee Tech University. This work included self-directed film and audio studio production projects as well as media projects like DVD-authoring. I managed the local network and servers for production tasks like storing our massive amounts of educational video, and I began to enjoy being fairly skilled at Final Cut Studio.