

INTRODUCTION

I am: a veteran software developer with 20 years of experience in engineering, business, and entrepreneurship, concentrated on web-based tech; a clear communicator, skilled teacher, enthusiastic problem-solver, and pleasant collaborator.

I want: to contribute excellent code, technical mentorship, good taste, and high integrity, to big-impact teams, especially working in emerging technology and project spaces.

PROFESSIONAL EXPERIENCE

PBS KIDS <i>Senior CMS Engineer</i> <i>April 2023 – present</i>	<p>Principal architect and developer of the CMS (managing millions of content items) — along dozens of APIs and integrations — that powers every PBS KIDS digital experience.</p> <p>Partner with engineering, design, and product management teams, to develop and maintain the PBS KIDS suite of websites, mobile apps, and over-the-set-top experiences.</p> <p>(Yes, I have met Big Bird.)</p> <p>Develop realistic engineering schedules and high-quality product requirements.</p> <p>Manage engineering resources to deliver reliable, well-polished products that meet the committed project schedules.</p> <p>Discern and implement best-practices for software quality and Developer Experience.</p>
Build For Humans <i>Principal Developer</i> <i>August 2006 – April 2023</i>	<p>Founded and led a team of developers providing technical and strategic solutions, for clients across the spectrum of sectors and scales, primarily focused on PHP website & application development, dev ops, and multi-platform integrations.</p> <p>Implemented and continuously improved systems for infrastructure quality, project management, code review, and documentation.</p> <p>Led R&D in emerging technologies and platforms (mobile commerce, conversational interfaces, Alexa/Google voice skills, headless content management, workflow automation).</p> <p>Conceptualized and developed revenue opportunities for clients and internal projects.</p>
<i>Open-Source Developer</i> <i>June 2010 – present</i>	<p>Created and maintain dozens of FOSS and commercially licensed Craft CMS plugins, powering thousands of production websites.</p> <p>Contributor to several open-source projects (e.g. Craft CMS, Twig, Sequel Pro); maintainer of several active open-source plugins/libraries.</p> <p>Enthusiastic advocate for dev community projects (e.g. Houston.js, Girls Who Code, Rails Girls).</p> <p>– github.com / topshelfcraft</p> <p>– github.com / michaelrog</p>
XoneLabs <i>Designer / Developer</i> <i>January 2002 – July 2006</i>	<p>Built a creative agency specializing in development of lightweight, standards-compliant, user-centered websites. Expanded my skills to provide ancillary services including: animation, video production, music production and composition, photography, branding, marketing, SEO, mailing list management, intranet tools, copywriting, data visualization, e-commerce, hardware integration, merchandising, product development, theatrical design, and event planning.</p>

RELEVANT COMPETENCIES

programming	PHP, JavaScript / HTML, XML, CSS
platforms, frameworks, dev tools	Yii, Symfony, Laravel, Craft CMS, ExpressionEngine / Vue JS, Alpine JS, Tailwind Git, Webpack, Vite, Composer / Alexa, SMS, Twilio, Mailchimp / MathML, LaTeX, DOI
dev ops	Nginx, Apache, Node / SQL
languages	fluent English / basic German / basic Polish / basic Spanish

TEACHING & SPEAKING

Dot All 2022	Conference speaker: <i>"Craft Command Line Magic"</i>
CSS Dev Conf 2017	Conference speaker: <i>"Context-Sensitive CSS"</i>
GeeUp 2016	Conference speaker: <i>"Technical Debt"</i>
CSSconf AU 2016	Conference speaker: <i>"'Up to Speed' with Accelerated Mobile Pages (AMP)"</i>
ExpressionEngine Conference 2014	Workshop instructor: <i>"ExpressionEngine Development for Web Agencies"</i> Conference speaker: <i>"Dynamic URL Routing in EE"</i>
ExpressionEngine Conference 2013	Conference speaker: <i>"Clients are from Mars, Developers are from Venus: The Art of Communicating with Clients"</i>
Incarnate Word Academy	Instructor: <i>Web Design (2013)</i> Instructor: <i>Multimedia Production (2013)</i> Instructor: <i>Programming (2013)</i>
Rice University	Instructor: <i>Science of Magic and Illusion (2010)</i> Instructor: <i>Science of Interpersonal Relationships (2009)</i> Guest lecturer, EDUC 585: <i>"Semantic Web Programming for Educational Resources" (2007)</i>

ACADEMIC HIGHLIGHTS & HONORS

Rice University	<i>B.A. Psychology (2010), B.A. Cognitive Science (2010)</i> Graduate-level coursework in Psychology, Human Computer Interaction Senior-level coursework in Computer Science Research interests: Human Factors, HCI, Personality, Organizational Identification J. S. Fulton Distinguished Service Award (2008) William Rice Distinguished Service Award (2008, 2009, 2010) McMurtry Distinguished Service Award (2010) Gilbert Cuthbertson Distinguished Service Award (2008, 2009)
Boy Scouts of America	Eagle Scout