

# Patrick Brandt

Technical Director

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## PROFILE

I solve problems. I define solutions that are driven from a deep understanding of my clients' business and then educate them about how we're going to help; I take this same understanding and then parse it out into fine-grained tasks that a production team can execute. I'm always willing (and excited) to step up and code, injecting business acumen right into the bits that make the magic happen. I'm a technologist who flexes leadership qualities and consulting prowess to motivate clients and team members towards meeting ambitious project scopes and timelines.

## DEVELOPMENT EXPERTISE

Domain-Driven  
Design  
Fluent NHibernate  
ASP .Net MVC  
Backbone.js  
SQL Server  
Git

Test-Driven  
Development  
NUnit  
Moq  
Require.js  
HTML/CSS  
SVN

Continuous  
Integration  
TeamCity/MSBuild  
Log4net  
Underscore.js  
jQuery  
Agile

Scalable  
Architecture  
Amazon Web  
Services  
Microsoft Azure  
JSON  
XML/XSL/XPath

## PROFESSIONAL EXPERIENCE

### MRY

*Technical Director*

Atlanta, GA  
2011 – Present

Software Architect/Lead Integrator directing multiple high-profile digital projects for Coca-Cola. In addition to defining architecture and coding, I facilitate communication between client, agency, and multiple client vendors and partners.

- Placelists
  - Technical lead for Coca-Cola's "Placelists" platform, defining system architecture and directing a team of 6 developers (front-end and back-end)
  - Define technology strategy, liaising with Coke, Spotify, and MRY staff to communicate technical needs and expectations
  - Lead estimation exercises to decompose functionality into tasks that are organized into 2-3 week sprints
  - Provide coding support of both web API and client applications – the platform is built around a .Net MVC web API that services a Spotify app and a responsive mobile website
  - Led responsive site and Spotify app development using backbone.js with backbone-relational.js, require.js, Handlebars templates, and i18n support
- Coke 2012 Olympics Digital Campaign
  - Led a team of 5 developers to support Coke's global "Move to the Beat" campaign for the 2012 Olympics
  - Served as the inter-agency technical liaison, coordinating development activities among five different vendors and also served as the primary technical contact for Coca-Cola, consulting with their IT and Marketing teams
  - Architected and built a .Net MVC-based JSON service to store user-generated content from multiple channels (desktop and mobile web, iOS and Android apps) and also developed a market localization framework for the Coca-Cola Olympics website and mobile site
  - Team won a Clío in Digital/Mobile Technique

**Engauge***Software Architect*Atlanta, GA  
2007 – 2011

Led the development of several marquee projects as Technical Lead and Architect

- Technical Lead/Architect for the “Great Aussie Steakout” campaign. The campaign reached a peak of 250k requests/minute to OutbackFreeSteaks.com. Campaign site built with PHP/MySQL on AWS – Amazon has published a case study featuring my hosting architecture for the site
  - Technologies: PHP with Code Igniter, Apache, Linux, MySQL, AWS (S3, CloudFront, RDS, Route 53, EC2, ELB)
- Technical Lead for the following sites: ruthschris.com, georgia.org, exploregeorgia.org, foodlion.com
  - Technologies: C#, F#, .Net MVC, Fluent NHibernate, SQL Server, NUnit, Moq, jQuery, Elmah, log4net, Hudson/Jenkins, NAnt, Sharepoint 2007 (for georgia.org)
- Contributing Developer for the Chick-fil-a iPhone app – implemented core navigation scheme and integrated with external data service to render food menu pages
  - Technologies: iOS 3, Objective-C, JSON
- Incorporated PERT estimation techniques into pre-development work, increasing accuracy of estimates for both small and large projects; PERT spreadsheet became a standard estimation tool for agency development teams

**SolTech, Inc.***Systems Analyst*Atlanta, GA  
2006 – 2007

- Architected a framework for retail software installed on hand-held devices using the .Net Compact Framework
- Worked with a small team of developers to produce an on-line "clienteling" application for a client specializing in software for retailers using ASP.Net 2.0
- Co-developed a Windows-based "Client Agent" application installed on Point of Service devices located at Saks 5th Avenue retail outlets across the country

**Brandt Information Services, Inc.***Programmer/Analyst*Tallahassee, FL  
2004 – 2006

- Developed internet-based employee time-management system for the Guardian Ad Litum division of the Florida Department of Justice; written in C# using AJAX, SQL Server, XSL
- Designed and developed an architectural framework for internet applications based on the Front Controller pattern; written in C# .Net 2.0, supporting both AJAX and postback operations
- Redesigned corporate website based on the HTML 4.01 Strict standard using CSS for screen and print media

**EDUCATION****Florida State University**

M.S. Computer Science, 2004

Graduate Thesis: *Interaction Design Patterns for Musical Applications***University of Central Florida**

B.A. Liberal Arts with Honors, 2001