Patrick Brandt

Solutions Architect

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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

Product Ownership

Product Management

Angular.js

SQL Server

Test-Driven Development

Bash

Node.js

Require.js/AMD

HTML5/CSS3

Continuous Delivery

TeamCity/MSBuild

Jenkins

Splunk

Chef

Lodash.js

Agile

Git

Auto-scaling Architecture

Amazon Web Services

Microsoft Azure

Docker

Socket.io

Professional Experience

**Coca-Cola**

Atlanta, GA

*Solutions Architect*

*October 2014 – Present*

I develop transformational digital products and concepts for Coca-Cola consumer marketing groups. I was the lead architect for the Share a Coke ecommerce platform and for the digital activation of Coca-Cola’s “Taste the Feeling” campaign launch. I led the development of a digital out-of-home screen management proof of concept: this included defining the entire end-to-end concept from activation to operationalization, leading a team of 4 developers through an 8 week (4 sprint) build and then pitching the resulting product internally to brand marketers.

**Huge**

Atlanta, GA

*Solutions Architect*

*October 2013 – October 2014*

I defined enterprise-scale architecture for a new retail venture, producing technical specifications to be shared among internal development resources and client development partners. Assets included: UML Sequence Diagrams, Network Diagrams, Entity Relationship Models, and REST API documentation. Product architecture definition encompassed several channels: desktop web, mobile/tablet web, and in-store display. I served as the Product Owner within an Agile development process, defined product development strategy and worked with Business Analysts to create and prioritize user stories.

**MRY**

Atlanta, GA

*Technical Director*

*2011 – October 2013*

I directed multiple high-profile digital projects for Coca-Cola. In addition to defining architecture and coding, I facilitated 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)
  + Defined technology strategy, liaising with Coke, Spotify, and MRY staff to communicate technical needs and expectations
  + Led estimation exercises to decompose functionality into tasks that are organized into 2-3 week sprints
  + Provided 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 HTML5/CSS3 and 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 multiple awards: Clio in Digital/Mobile Technique, Mashable Marketing Innovator of the Year, and Mixx Award for Content Marketing

**Engauge**

Atlanta, GA

*Software Architect*

*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.**

Atlanta, GA

*Systems Analyst*

*2006– 2007*

* Architected a framework for retail software installed on hand-held devices using the .Net Compact Framework and 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.**

Tallahassee, FL

*Programmer/Analyst*

*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

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