

# SHAWN A ZELLER

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## OVERVIEW

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I thrive on challenges and am pursuing an opportunity to use my 15 years of software architecture, leadership, and management experience to build software that I can be proud of with a team that makes it worthwhile. My experience includes translating requirements to features, architecting applications, building teams, and driving efficient, maintainable processes.

## WORK EXPERIENCE

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### **Logikcull.com**

**3/15 – 7/16**

#### **VP, Engineering**

- Drove effort to migrate existing infrastructure from a self managed cage to Amazon Web Services including utilizing S3 for all hosting, upload, and download of customer documents as well as EC2, RDS, and Route 53.
- Led the 10+ person engineering team from minimal development and operational processes to HIPAA compliance and a Selenium based automated browser test suite. As a part of the HIPAA effort, built out processes for everything from new hire account creation to change plan procedures.
- Standardized operations procedures, monitoring, and reporting: rolled out Datadog along with custom data sources, a combination of Jira and PagerDuty for tracking system incidents and customer support related investigations, Statuspage.io for customer visibility, and a custom chat bot for querying production data processing status.
- Established and rolled out a comprehensive QA process that included test planning, feature acceptance, and Selenium based testing that is now the primary release certification tool.
- Directly responsible for all company IT including machine purchasing, inventory, facilities management, and account administration.

### **Pooki's Mahi**

**3/11 - Present**

#### **CTO**

- Architected and built all ecommerce, reporting, and operations systems integrations including Amazon, Shopify, Insight.ly, Google Apps, and Slack.
- Developed the order management application to sync inventory data between the warehouse system and Amazon using Amazon MWS as well as handling all shipment creation and order updates. Additionally, Amazon marketplace price comparison information, reviews, and vendor demand forecasts are pushed out to the team automatically using Slack and Google Sheets.
- Built data flows from Shopify to Insight.ly to transfer all distributor and wholesaler contact information and product purchase statistics to use in sales and marketing efforts.

### **Reputation.com**

**8/13 – 3/15**

#### **Sr. Director, Engineering**

- Led initiative to implement and migrate to a SOA architecture that includes back end services using Java, Scala, MongoDB, ZooKeeper, and RabbitMQ along with edge services (API, UI, and administration) using Node.js, CoffeeScript, AngularJS, and Backbone.
- Directly managed a 15 person cross-functional engineering team including UI/backend/mobile developers, QA engineers, and a program manager.
- Architected test automation tools and processes for testing both the backend services using CoffeeScript, Thrift, and Mocha and the main UI using Selenium and Nightwatch.js.

### **Adobe EchoSign**

**7/08 – 7/13**

#### **Sr. Software Manager (acquired by Adobe in July 2011)**

- Led effort to convert bare metal infrastructure to fully automated VM based system using Chef and VMware tools. End to end process for automating builds for 25+ VM types completed in less than 6 months.
- Directly managed team of 9 software engineers and indirectly responsible for 6 person QA team.
- Drove quarterly major release cycle, which involves organizing tasks for Dev teams in multiple locations, coordinating with Operations, QA, and Product Management, and having final responsibility for release contents and schedule.

- Led engineering transition into Adobe including moving all non-production servers and integrating into Adobe standard processes including language bundles, code IP and security audits, and source code management.

**Sr. Software Engineer – <http://www.echosign.com>**

- Built modern design and document authoring UIs from a technology POC to a working initial prototype from front end to back end. Responsible for client to server APIs, PDF input/output, and all server side business logic in final version.
- Implemented and maintained a continuous build process including automated testing, code metrics, and continuous test server deployment using Hudson, Ant, and other tools including Ivy for dependency management.
- Rewrote the company's Salesforce.com application to integrate new sending and signing features along with transitioning all old code to current Salesforce APIs
- Integrated OpenID along with hybrid OpenID + OAuth as a part of building the EchoSign Google Apps Marketplace application.

**Skyfire**

**10/07 – 6/08**

**Web Lead, Web Engineering – <http://www.skyfire.com>**

- Implemented front and back end of a new browser home page that included web services access to data like browser history and bookmarks and a unified search interface for both yahoo and google search results using their open APIs.
- Drove the requirements for a set of javascript APIs to expose information like platform touchscreen support.

**Netflix**

**4/06 - 10/07**

**Sr. Software Engineer, Web Engineering – <http://www.netflix.com>**

- Owned website performance and scaling for multiple core user to movie matching algorithms.
- Exposed movie discovery logic to UI developers via various java APIs.
- Implemented large portions of the website experience for the movie streaming service.
- Analyzed the results of new feature testing on the website. This included setting up groups of users on the website, instrumenting code to track results, and pulling together results to determine successful features.

**Awaken Solutions, LLC**

**10/05 - 3/06**

**Director, Technology – <http://www.awaken.com>**

- Redesigned web application for entering, importing, and validating CD metadata to use AJAX to increase usability and cut the amount of employee time spent on validation by half.
- Managed order processing and quality assurance of customer orders. Optimized customer order processing to parallelize and speed up steps. Eliminated at least half a day of processing time for many orders.

**Mercury Interactive**

**7/00 - 10/05**

**Technical Lead – IT Governance Division (formerly Kintana, Inc.)**

- Led teams of 2-5 software developers through 3 major releases from high level technical design to code hand-off to the QA team. Responsible for the team's time estimates, development timeline, and final code quality.
- Initiated effort to restructure source tree to bring it in line with J2EE project standards. Worked with a team of developers to update the build process for better support development against multiple application servers or servlet engines.
- Created a new hire training program to give new developers the experience of implementing a piece of functionality in the organization. This pulled forward ramp up and turned 2 months of on the job training into a structured 2 week program.
- Prototyped a Gantt chart to PDF export feature using a combination of XSL:FO and SVG along with a version using iText. Built framework and display code integrating iText as the main PDF generation engine.
- Developed an independent java implementation of SSH2 from protocol specs.

**EDUCATION**

**Brown University**

**9/96 - 5/00**

**Sc.B with Departmental Honors in Computer Science**

Graduated Magna Cum Laude