

80 Nassau Street
Toronto, Ontario
M5R 3G7

Jeffrey P. Vermeer
jeff@vermeer.ca

Shifting to Full-Stack
Front-End Applications
Angular.js + Bootstrap:
see <http://vermeer.ca>



JavaScript
HTML5 Canvas
Angular.JS
JQuery



PHP
Node.JS
ASP.NET
Java



SQL
mySQL
MSSQL/ADO
Hadoop



C#
VB.NET
C++
ANSI C

RadiantGroup Media Ltd., Toronto
Product Designer and Developer, 2013-2014

[2014]

The Idea will Grow

Naturally integrated the
Mobile Device into
cutting edge
business processes

Product Strategies &
Development paths

Achieving the goals
shared by our team

Understanding the vision
from concept
to production

Designed enterprise software for the simultaneous delivery of content to OOH Digital Signage Displays in public spaces and Mobile Web interfaces, allowing for consumers to interact with in-store digital signage via their mobile device without an app to download.

Designed the intellectual property and technical documentation that will roadmap a 2-year, 7-phase development project while serving as the content, language and drawings for the application of provisional patents, December 2014.

Envisioned proprietary enterprise advertisement content data model with open-source CMS(Concrete5), Digital Signage Scheduling and Mobile Interface Builder projects to create a multi-enterprise in-store content delivery solution.

Digital Signage with CV(Computer Vision) metrics and JIT audience measurement and companion mobile web content distribution for rich consumer engagements.

Managed the team development of prototypes and pilot projects for Black's Photography, Hero Certified Burgers and Air Canada Jazz Aviation; teamed with Cossette Marketing Agency to launch Friend Fries pilot, an interactive digital signage and mobile interface.

Developed multi-factor ad-hoc user profile management for Mobile Web, applying deterministic and probabilistic strategies for server-based "cookies"; allowing for once-per-day entry for value-added redemptions distributed through mobile web; obviating the need for mobile users to download an app to participate.

Built specifications for a Hadoop-based graph model of consumer behaviour, mapping participation with retailers, brands, products and advertising units. Truncated JSON user graph is used for demographic-sensitive contextual decision making for mobile interfaces and low-frequency Bluetooth/iBeacon systems.

Om Reunion Project., Toronto
Product Designer and Developer, 2013

Designed and built online membership and payment portal, currently servicing 2000+ paid members with a QR-based ticketing system integrated via Mobile Device/QR Reader to a gate confirmation system for live events. (PHP/MySQL/JavaScript: Concrete5)

Developed the specifications and enhanced business processes for management team to streamline the in-person and online enrollment of 1500 members into an integrated gate confirmation and ticket validation system

Grow within a thriving organization
Product Development with impact,
Direction and motivation to succeed.
Experience in growing ideas into Products.

Jeffrey P. Vermeer
jeff@vermeer.ca

80 Nassau Street
Toronto, Ontario
M5R 3G7

Vermeer Algorithm Ltd., Toronto
Director and Lead Developer, 2002-2012

[career]

Mentored by R. Brock Hansler, then-president of Giesecke & Devrient Software Solutions and pioneer of software interfaces for bank note and coin processing technologies.
Founded business providing time-sensitive, results-based software development and project management
Serviced G+D Software Solutions, Macy's/Federated Department Stores, BMO Bank of Montreal, Brink's Canada, Cybertrack and NASCAR, Iconica Communications et. al.

SQL, Matlab, C++

Foreshadow Demand Forecasting Suite

Foreshadow is a modular system with 3 independent statistical optimization and forecasting methodologies that predict future demand patterns and interchangeable pre- and post processing, business intelligence and reporting functions at the server.
Development focussed on modularity, interoperability and inheritance, with MVC design, allowing core forecasting components to be used in inventory management systems for bank vaults, branches and applications outside of banking operations.
In 2006, Implemented in BMO Bank of Montreal ABM and field services to modernize AIM solution; project ended in 2011 after more than a decade of ultra-low prime interest rates and BMO outsourcing ATM cash management.

C++, FoxPro, C#, MS Access

CashTalk & Retailor.NET

Supported and developed retail backroom software from Giesecke & Devrient Software Solutions and Macy's/Federated Department Stores; developed Retailor.Net software, both integrating hardware automation with security and accounting software.
Managed product releases for mission-critical application, servicing over 80 retail locations across the western United States.

VB6, MSSQL, Matlab, C++

Automated Inventory Management (AIM)

Gathered technical and business requirements and led development of the client-side GUI for ABM cash inventory management software.
Assumed responsibility for BMO from the original project developer and provided long-term support and development services.
Developed reports and tools for accounting, inventory shortage forecasting, user performance, delivery optimization and cash savings.

Web-based Solutions for Business

2009-2011 Designed and developed site, marketing materials and integrated Xsivia POS into webstore for The Fairies Pyjamas (thefairiespyjamas.com) clothing line, working to grow their Facebook Group from 326 (2009) to 7650+ (2013).

2008-2009: Deployed (PHP/MySQL) customization of open-source CRM for automation of billing, accounting and designer time-tracking, as well as MLS listings gathering and management systems for REALTOR websites for Iconica Communications.

2002-2004: Provided emergency project management and code rescue for Cybertrack Inc. (GA) for 10 high-traffic NASCAR driver sites; In PHP/MySQL, implemented online store for Job Gibbs Racing, resolved longstanding technology issues with AOL and FeffGordon.com

1998-2000 Developed front-end technologies and Flash-based promotions (ASP, MSSQL, Flash) for Travelex PLC., now the world's leading retail currency exchange.

Software architect and product developer, experience in cultivating the lifecycle of solutions for banking, retail cash processing and real estate marketing.

Verbose, precise and professional communication skills bridging into identity and presentation, technical marketing and documentation.

Leadership in project management.

The Medium is the Method.