CRAIG SHARKIE

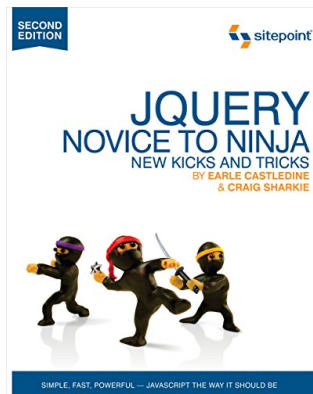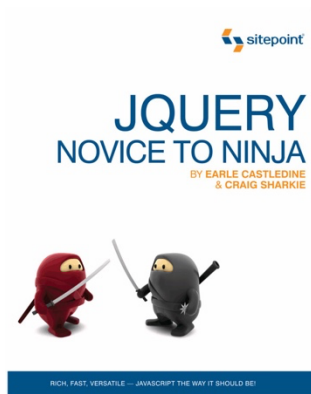+61 488 070 971   craig.sharkie@gmail.com

EMPLOYMENT — CONNECTED TV (details available upon request)

2019 to 2022	Fetch TV	Principal Experience Lead
2018 to 2019	SBS	Principal Connected TV Lead
2017 to 2018	Seven West Media	HbbTV Senior Consultant
2015	ABC	Connected TV UX, Prototype Consultant
2014	Network TEN	HbbTV Senior Consultant
2011 to 2013	Telstra Digital Media	IPTV Development Lead

TECHNICAL MATRIX

Published	jQuery, Responsive Web Design
Evangelist	HTML, JavaScript, CSS, Precompiled CSS, Web Standards, Experience Design (User, Developer), Usability
Advanced	User Interface Design, Accessibility, User Experience
Capable	Back End (PHP, JSP, Rails, Node.js)

PUBLICATIONS

2023	CSS in Depth, 2nd Ed (Expert reviewer)
2018	*Functional Style Sheets (Under draft)*
2013	Jump Start Responsive Web Design
2012	Jump Start CoffeeScript (Expert reviewer)
2012	jQuery: Novice to Ninja, 2nd Ed
2010	jQuery: Novice to Ninja

COMMUNITY FOUNDER

SydJS: Sydney JavaScript
Well into its fifteenth year, the SydJS community has flourished to over 5000 registered members.

Monthly meetings showcase the talents of local developers and development houses as well as breaching the gap for many new Developers allowing them to move from backgrounds in other languages or disciplines.

I'm responsible for the monthly organisation and emceeing of multiple events, following a curated RSVP process, drawing together presenters and themes to promote JavaScript and its best practice.

EMPLOYMENT

Pollen: Technical Director   **Jul 2022 – Dec 2022**
Craig was charged with engaging Pollen's Development Team — and the Development Teams of Clients — in a way that built on the richness of his journey in Technology.

Coder. Teacher. Leader. Speaker. Author. Wrangler. Craig approached Technology from many different angles and maintained the conviction that Experience is the key to growth and success. When you delight a User's Experience and boost a Developer's Experience, a company experiences a return that will see them outstrip their opponents and drive new ventures. His Team at Pollen had the support & mandate to invest in creative solutions that saw them not reinventing the wheel.

His empathy and engagement saw Pollen enter new areas of development with deep client support.

Skills: Process Improvement · Technical Direction · Stakeholder Engagement · Innovation Management · Human Engagement · Venture Development · Bid Development

Fetch TV: Principal Experience Lead   **Nov 2019 – Jul 2022**
Building on my years of experience creating User Interfaces and Experiences in the Connected TV sphere, I joined Fetch to bring a renewed vigour and rigour to the team behind their Industry leading Set Top Box range.

As the technology of the devices moves into the promise of modern platforms well established on the Web, our goal is to push past the newly accessible — in a television sense — features of HTML5 and CSS3, and build on the opportunities of JavaScript and Web APIs in a 21st century browser.

While focussing on the User Experience and ensuring our customers and our partner's customers are always able to fully enjoy the technology at their disposal, my role also considered the Developer Experience of the team behind Fetch SUI, the Set top box User Interface.

In addition to promoting Functional Programming principles, I was also able to engage the Development team in embracing Unit, Functional, and Integration testing. Changing toward Functional Programming made new initiatives easier to test, and so increased the code reliability.

SBS: Principal Connected TV Lead   **Apr 2018 - Nov 2019**

Developing User-centric OTT, Connected Television solutions to enable the company to make business decisions from an even stronger position of authority. Working to create a suite of proofs-of-concept that are reinforcing solid claims made by 3rd-party providers that allow SBS to provide platforms that are self-sustaining.

As a Government organisation, SBS enjoys a cap on its per-hour advertising and through reference applications we've been able to maximise the User Experience ensuring that the five-minute allotment of advertisements is employed optimally.

Implemented leading-edge DAI/SSAI and CSAI SDK driven solutions, supporting 3rd-party analytics platforms, and best of breed HTML technology to prove that a broad range of devices can delight Users and the Business alike.

Seven West Media: HbbTV Senior Consultant   **Mar 2017 - Apr 2018**

Drawing on years of development experience, built a 2nd generation best-of-breed HbbTV platform. In a recalcitrant development environment, with little searchable detail and fewer developer tools, created a highly performant, and deeply flexible HbbTV 1.5 compliant solution.

While initial efforts were made to leverage an existing React solution, this proved untenable, and an end-to-end flat file solution was released that's proven to have low levels of issues across dozens of unique devices and operating systems.

Leveraged development community contacts to provide two thirds of the new team members to join the company in 2017

Thinkmill: Development Manager   **Jan 2016 - Mar 2017**

Laid the groundwork to launch the company onto a path enjoying the benefits of Agile Scrum and Kanban team practices. Established one-on-one meetings creating an environment of trust and providing deep insight into the team's true feelings about the future direction of the company.

Undertook client requirements analysis that meant that solutions delivered were closer to actual client needs, rather than client requests. This acquired domain knowledge also

allowed us to recommend solutions that combined to strengths of our teams and the platforms of clients.

Established a long running series of Developer training and team building events, that we were able to use to organically grow the team 100% in size, from eight to sixteen, without incurring external recruitment costs and by introducing only nine candidates to the team.

Additionally, 22+ years of experience provided the knowledge and creativity to solve UX and Development issues, such as browser inconsistencies, reinforcing the company's drive for Mobile-first solutions. Contributing to several projects, as well as providing an environment to allow Developers to drive and be responsible for their own growth.

TAB: Front End Development Manager   **May 2015 - Dec 2016**
Promoted Mobile-First Responsive development principles through a hands-on delivery process – don't just talk about it, DELIVER it. Advocated the benefits of DRY Web-stack separation through publishing a best-of-breed product.

Worked with external consultants to manage Scrums, Sprints, and Agile methodology.

EMPLOYMENT — EARLIER

2014 to 2015	machinetag (Tricky Jigsaw/M&C Saatchi, RateCity, Digivizer, Treasury Wine Estates)	Responsive Development Lead / Prototype Development
2013 to 2014	Mi9/nineMSN	Responsive Development Lead
2013 to 2014	Bilue	Principal Front End Developer
2008 to 2011	Atlassian	Senior Front-End Engineer
2007 to 2008	The Sound Alliance	Senior Interface Engineer
2007 to 2014	Transposed	Consultant Application Engineer
2000 to 2007	i7, AOL|7, Seven, Yahoo!7	Interface Architect to Senior Platform Presentation Engineer
1995 to 2000	various	Front End Developer

EDUCATION

1991	Western Sydney University	Bachelor of Fine Arts

TEACHING

2015, 2016	General Assembly	Front End Development
2014 - 2020	SydJS	Foundation JavaScript
2016, 2017	Node Girls	Foundation JavaScript