

# Ward Ruth

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## Position Desired

Senior Software Engineer, Front End Architect/Lead.

## My Objective

To guide and inspire a project team in delivering solid and delightfully engaging user experiences. To challenge myself and others to excel. To deliver the right solutions on time and on budget. And to never stop learning and sharing skills and expertise.

## Career Highlights

### AppNexus, San Francisco [2014 – 2015]

AppNexus bills themselves as “the world’s leading independent ad tech platform.” I worked in the San Francisco office as a **Senior Software Engineer** on an independent product initiative called Twixt. Twixt was a sophisticated web-app that linked ad buyers and web-publishers, enabling direct and secure negotiations of ad campaign placements. Although the project has just been cancelled due to financial pressures within AppNexus, I and the rest of the team are immensely proud of it. Notable roles and duties included:

- As a lead I created story tickets, ran daily sprint stand-ups, and provided feedback and guidance in code-review sessions.
- Contributed key software designs and implementations for the Angular front-end, and ensured code quality with rigorous unit tests.
- Coordinated with the back-end team to review and validate APIs.
- Reviewed and tightened acceptance criteria with the Product Owner to ensure the team’s efforts were properly focused.

### Fluid Inc., San Francisco [2006 – 2014]

Fluid is a leading e-commerce interactive agency, producing award-winning work for major brand retailers. In addition to helping develop Fluid’s e-commerce product suite, I was a key contributor to many of Fluid’s most notable and innovative projects. Standouts include:

- **Front End Lead:** Led an elite team of front end developers to build a T-Commerce (Television) shopping platform for a major electronics brand Fluid partnered with. Worked closely with the Back End Lead to establish the REST/JSON API contract. Built app using Marionette on top of Backbone.js with dust templating and CommonJS modules via Browserify. Assisted the Project Manager with managing the expectations of very tough client who demanded close oversight and aggressive timelines. Helped direct and coordinate offshore development shop to complete project. Delivered final product of this \$3.1 million dollar revenue project on time, leading to it being one of Fluid’s most profitable engagements.
- **Co-Architect/Front End Lead:** Team built a micro-site hosted by Home Depot for JELD-WEN Windows & Doors. Created a filtering product wizard that assists users in choosing models and features from multiple complex product lines. This project employs a similar client-side stack to the T-Commerce project.
- **Co-Developer / iOS Engineering:** Helped build Craftsman TORQUE Magazine, an iPad app, on top of an innovative custom magazine/catalogue infrastructure that allows dynamic content to be more quickly viewable. Developed in Objective-C using the UIKit framework. Created a custom PDF view for presentation of visual content provided by the design team. Engineered custom views for displaying Facebook and Twitter feeds. Created UIView implementations that incorporate hand-tooled CALayers and low level Core Graphics based drawing.

#### Selected Clients:

Reebok  
Craftsman  
Kenmore  
Calvin Klein  
The North Face  
Clorox  
Levis  
Microsoft  
JELD-WEN  
Red Hat Linux  
Novartis  
Pharmaceuticals

#### Web Development:

ECMAScript  
AngularJS  
Backbone.js  
dust  
Marionette  
jQuery  
OOD  
JSON  
XML  
XSLT  
HTML5  
CSS3  
SASS  
LESS  
Grunt  
RequireJS  
CommonJS  
Underscore  
Ramda  
UML  
Karma  
Jasmine  
Protractor  
REST  
SOAP  
Facebook  
Twitter

#### Flash Development:

AS3  
Flex/MXML  
PureMVC  
Robot Legs  
AS3 Signals

Cocoa/iOS  
Development:  
Core Graphics  
Core Animation  
Core Data  
UIKit

Languages:  
ECMAScript  
Java  
C  
Objective-C  
PostScript

VCS:  
Git  
Hg  
SVN  
CVS

Tools:  
Photoshop  
Illustrator  
Sublime  
Eclipse  
bash  
Vagrant  
Virtual Box  
XCode

- **Front End Lead:** Drove client-side development of Kenmore Live Studio, a complex Facebook Fan Page based app featuring live video streaming of events in Kenmore's Chicago studio. Wrote app in PureMVC on top of Flex, and enabled pervasive social integration, including Twitter updates, FB Page timeline updates, and FB Calendar Event display.

### DigitalThink / Convergys, San Francisco [2000 – 2006]

DigitalThink (later Convergys) was an early innovator in the e-learning space, providing a broad catalog of technical online training to companies in the Fortune 1000. I moved quickly into a leading role designing engineering approaches for custom e-learning courseware. Achievements included:

- **Architect / Lead Developer:** Created a Flash-based XML-driven content aggregation and sequencing engine (pre-Flex!). Then managed scaling this solution for developing a curriculum of compliance courseware for LRN, a Southern California e-learning provider.
- **Architect / Team Trainer:** Developed presentation engine for a course catalog for EDS using XML and Flash supporting a suite of custom learning content modules. Designed an efficiently scalable solution for mass localization. Trained on-site a remote team in Hyderabad, India in core OOP principles and for building out this solution.
- **Solution Architect:** Created reusable Flash-based course shell for Novartis account. Solution utilized MVC design pattern, providing easy re-skinning and extension of business logic. Developed a modular ActionScript AICC service component to enable more robust communication between the content and the Learning Management System.
- **Visual Design Lead:** Managed Visual Design team creating web-based training courses for Red Hat Linux, Programming Fundamentals, JavaServer Pages, and JDBC, among others. Created a clean and engaging visual treatment and grammar. Detailed the treatment's specifications in a Visual Style Guide, enabling a high degree of design consistency among team members. Guided team by analyzing and synthesizing complex abstract technical concepts and processes into concise layouts.

### Biomed Arts Associates, Inc., San Francisco [1990 – 2000]

Biomed Arts was a medical/scientific audio-visual production shop. Biomed's clients included numerous prominent Biotech companies, as well as many labs and researchers from UCSF. I drove Biomed to implement a digital workflow, as well as training myself to become the in-house web production expert. Significant areas of expertise included:

- **Web Development:** Analyzed client requirements, and created site architectures. Designed, coded, deployed and maintained client web-presences.
- **Technical Proficiency:** Acquired expert ability in PhotoShop, Illustrator, traditional photo-type-setting, and other production tools. Performed scanning, image adjustments, retouching, and compositing. Output of digital content to various presentational media.
- **Programming:** Utilized PostScript to develop a precision graphing program, capable of rendering various standard scientific graphs and charts.
- **Art Direction:** Managed projects including corporate identity design. Handled one, two and four-color work for cards, brochures, advertisements, catalogues and large-format posters.
- **Digital Department Creation:** Helped create digital production capability. Defined workflow requirements and hardware and software specifications. Performed troubleshooting of hardware, software and client files.

### Education

Interdisciplinary art major, San Francisco State University. Emphasis in Photography and Graphic Design.

REFERENCES AVAILABLE UPON REQUEST