

Randy Parker

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Objective

Seeking a challenging leadership role where I can leverage my many years of software development experience and passion for user interface programming to create or refine a high-impact, widely-used, consumer-facing web application or service.

Experience

17+ years of web development experience, including:

- 11+ years of people management
- 17+ years of HTML coding
- 10+ years of procedural programming
- 6+ years of object oriented programming

Technical Skills

- **Web Technologies:** HTML, XHTML, CSS, AJAX, JSON, Web Services, XML, XSL, XSLT
- **Programming Languages:** C#, VBScript, PHP, Perl, JavaScript
- **Frameworks:** ASP.NET Web Forms, ASP.NET MVC, ASP.NET AJAX & AJAX Control Toolkit, jQuery, Microsoft Classic ASP
- **Development Tools:** Microsoft Visual Studio (2003, 2005, 2008, 2010), Visual Studio Interdev, SQL Server Management Studio, Adobe Dreamweaver, Adobe Photoshop, JIRA (bug tracker), Confluence (WIKI documentation)
- **Operating Systems:** Windows, Linux, UNIX
- **Databases:** Microsoft SQL Server
- **Application Server:** Internet Information Server (IIS), Apache
- **Source Control:** Subversion, CVS, Visual SourceSafe
- **Methodologies:** Waterfall, Agile

Professional History

Director IT Engineering

Sep 2010 – Present

Manager IT Engineering

Dec 2009 – Sep 2010

AT&T Interactive

Local search technology subsidiary of AT&T – San Francisco, CA

Responsibilities first as Manager and then as Director of the Advertiser Interfaces vertical team (reporting variously to Executive Director or VP of Core Systems Development):

- Manage a team of seven front- and back-end Senior Software Engineers and one Software Architect, who develop the self-serve platform and web applications which AT&T advertisers use to manage their advertising products (e.g. YP.com Listing Management)

Center, YP.com Payment Center, AT&T Advertising Solutions brochure site, Ad Reporting web application, and Online Presence Manager).

- Manage a team of 3 to 4 Technical Producers (including one Lead) who code the content for numerous company web sites, marketing emails, and transactional emails.
- Lead complex software development projects and system integrations from inception to deployment.
- Utilize the following technologies to build robust, scalable solutions: Microsoft ASP.NET4.0 (Web Forms & MVC), C#, WCF Web Services, ASMX Web Services, SQL, ASP.NET AJAX, jQuery, JavaScript, XHTML, DHTML, CSS.
- Help develop the annual road map and quarterly game plans in collaboration with Product and Project Managers.
- Work on system integrations with Software Architects, Operations, other Engineering teams, and third party vendors.
- Collaborate closely with developers and Project Managers to improve the methodology behind resource planning and project scheduling.
- Refine product requirements documents and functional specifications in collaboration with Product Managers, Human Factors Engineers, and Graphic Designers.
- Define and improve process work flows used by Engineers, Product Managers, Project Managers, and Quality Assurance Testers (e.g. the conventions used for tracking and managing test blocker bugs and production fires).
- Create and maintain public JIRA (bug tracker) filters and dashboards, for use by team members, cross-functional stakeholders, and executive leaders. Triage open tickets in JIRA bug tracker and assign to my team members or route to other teams.
- Mentor other teams on best practices for organizing projects and tracking tickets in JIRA. Provide feedback to the JIRA admin team for improvements to the bug tracking system.
- Coach direct reports to increase their productivity, reliability, and technical expertise.
- Oversaw development of new ASP.NET MVC architecture, from prototypes to first real-world implementations.
- Request hardware, networking changes, firewall access, etc. from AT&T Interactive Technical Operations department.
- Interview job candidates for my own team as well as for other Engineering teams and for the Product and Project Management departments.

Manager UI Development

Dec 2007 - Dec 2009

AT&T Interactive

Local search technology subsidiary of AT&T (acquired Ingenio in Dec 2007) – San Francisco, CA

Responsibilities as Manager of UI Development (reporting to an Executive Director of Advertiser Engineering):

- Managed four UI Software Engineers (C# object oriented programmers specializing in front-end technologies): assigned bugs and feature work to team members, conducted technical design reviews, performed code reviews, wrote semi-annual performance reviews, and trained employees in department and company procedures.

- Managed a team of three Technical Producers (including one Lead) who code the content layer of numerous consumer- and advertiser-facing AT&T Interactive web sites.
- Utilized the following technologies to build robust, scalable solutions: Microsoft ASP.NET 3.5, C#, ASMX Web Services, SQL, ASP.NET AJAX, jQuery, JavaScript, XHTML, CSS.
- Collaborated closely with Product Team to refine product requirements documents and functional specifications.
- Defined and improved process work flows used by Engineers, Product Managers, and Quality Assurance Testers.
- Created and maintained public JIRA (bug tracker) filters and dashboards. Triaged open bugs in JIRA bug tracker and assign them not only to my team members but also to employees across the entire company.
- Coached team members to increase their productivity, reliability, and technical expertise.
- Served as Feature Lead for Business Solutions Center (Versions 1 and 2) and Payment Center projects, coordinating activities of cross-functional teams and holding scrum meetings.
- Interviewed job candidates for Engineering, Product, and Project Management teams.
- 50/50 split between hands-on coding and management duties when position started, ramping up to 100% management responsibilities by December 2009.

Lead Software Engineer

Aug 2000 – Dec 2007

Ingenio (formerly Keen)

E-commerce Internet startup – San Francisco, CA

Responsibilities as Lead Software Engineer (reported initially to the Chief Technology Officer and later, as the company grew, to various Engineering Executive Directors):

- Managed 3–5 UI Software Engineers (C# object oriented programmers specializing in front-end technologies): assigned bugs and feature work to team members, conducted technical design reviews, performed code reviews, wrote semi-annual performance reviews, and trained employees in department and company procedures.
- Specialized in front-end web development in a custom object oriented coding platform and implemented new features and functionality for all Ingenio-owned web applications (e.g. Keen, Keen UK, Ether, Ingenio Live Advice, Ingenio Pay Per Call, Ingenio Partner Center, Ingenio Developer Center, as well as internal company tools).
- Coded initially in Microsoft's Classic ASP framework and later in Microsoft's ASP.NET (1.0 – 3.0) Web Forms framework using the following technologies: C#, VBScript, HTML, XHTML, DHTML, CSS, JavaScript, AJAX, XML, XLST, Web Services.
- Contributed to all aspects of Ingenio's custom UI architecture and framework: created custom sub-classes of ASP.NET framework server controls, authored completely new server controls, created re-usable property-driven user controls, maintained dynamic CSS and image systems, contributed to custom AJAX architecture (custom AJAX controls, custom control extenders, homegrown JavaScript framework derived from Microsoft AJAX for ASP.NET).
- Implemented AJAX functionality initially using the third party Ajax.NET library and later using Microsoft's ASP.NET AJAX framework and AJAX Control Toolkit. Coded web services

and JavaScript event handlers using “traditional” AJAX coding techniques (vs. using Microsoft’s Update Panel, which we banned from our code).

- Developed a custom ASP.NET Web Forms coding pattern in collaboration with a lead back-end engineer. This pattern was essentially a homegrown MVC framework to cleanly separate concerns (e.g. display logic vs. business logic vs. page flow logic) and was adopted company-wide for all web development.
- Defined user interface coding standards and practices used by all front-end Engineers.
- Acted as Feature Lead for large projects spanning multiple departments (Engineering, Quality Assurance, Program Management): performed project management, led scrum and status meetings, tracked progress for both front-end and back-end developers, and coordinated cross-team activities.
- Debugged and fixed code defects in both client side and server side logic using Visual Studio and Firebug debuggers.
- Managed image hosting system, including home grown Image Upload Tool and Akamai CDN.
- Wrote and maintained substantial amount of WIKI documentation explaining Engineering Department coding practices, how to’s, tips, and SOPs.
- Architected and maintained the Content Management System (custom development environment and home grown publishing system) for Content Editors – used by teams in San Francisco, Los Angeles and the UK. Provided frequent technical consultation to Technical Producers.
- Reviewed product specifications by Program Managers and provided feedback on usability, performance and technical concerns.
- Participated in all aspects of the Software Development Life Cycle.
- Spent approximately 50% of my time on management responsibilities and 50% on hands-on coding activities.

Senior HTML Developer

Jan 2000 – Aug 2000

Keen.com

E-commerce Internet startup – San Francisco, CA

Responsibilities as Senior HTML Developer (reported to VP of Engineering):

- Joined the company as its first HTML developer – hired to build the UI layer for the Keen Live Advice web application.
- Developed front-end user interface and display logic for new features and functionality on Keen.com (using HTML, CSS, JavaScript, and server-side Microsoft VBScript).
- Collaborated with back-end engineers on feature implementations.
- Debugged and fixed code defects in both client side and server side logic.
- Deployed code changes to the production servers.
- Worked with company’s first quality assurance tester to verify code changes.

Genentech, Information Resources Department

Biotechnology company – South San Francisco, CA

Responsibilities as long-term contractor on various IT projects:

- Designed and developed web pages for “Computing@Genentech”, a tech information portal within the general “gWiz” corporate Intranet. Earned a Genentech Recognition Award for my work on the Computing@Genentech Intranet project.
- Maintained Intranet sites for PDA Standards, OS Refresh, Netscape Communicator 4.5 Rollout, and others. Wrote and edited web-based tip sheets and FAQ pages.
- Presented 30-minute demos and taught 90-minute classes about the Netscape Messenger email client. Responded to end-user email questions about Messenger.
- Wrote and maintained PC, Mac and UNIX “Installation & Configuration” manuals and “Mail Migration” manuals to document for end users the step-by-step process of installing Netscape Communicator and moving mail from Z-mail to Messenger.
- Developed, designed and maintained Intranet web site for Information Resources Customer Service Medical Affairs for the purpose of publishing computer-related announcements, information, training material, and tip sheets.
- Installed, configured, beta tested, Y2K-tested, and deployed FileWave Asset Trustee (client-server computer inventory tool) on multiple servers and 300+ W95 PC clients. Administered FileWave server-client software management system for up to 400 Macintosh computers. Wrote and maintained documentation for process of building new user machines.
- Trained and supervised team of three technicians responsible for upgrading system software and installing managed applications on 400 Macintosh computers in Medical Affairs Department during the FileWave rollout project. Defined process and coordinated logistics for upgrading computers. Wrote and maintained 50-page manual documenting upgrade process. Performed quality control on all upgrades.

Education

U.C. Berkeley - B.A., Psychology, December 1989 - Highest Honors/Phi Beta Kappa.

Hobbies & Interests

- Radio drama production (<http://www.emusements.com/randy/Audio/>)
- Movie reviews (<http://www.emusements.com/randy/RR1/>)
- Tech gadgets
- Hiking