

Personal Statement

I am a talented (so say others) and qualified software engineer with over **10 years programming experience** on a range of platforms. Thriving on change, I switched from a successful career in broadcast television back to my first love of computing some 8 years ago. Now, as the lead developer on a number of published iPhone applications, I am a confident and articulate programmer used to solving complex problems in tight timescales. Equally happy working in a team or on my own, I have a strong track record of innovation and deliverability. Unusually for an iPhone developer, I also have strong back end web server skills (LAMP with mod_perl) and am expert in developing high performance web services that integrate with mobile applications.

Technologies

Objective-C / Cocoa Touch / Xcode / SCM / XML / JSON / CouchDB / jQuery / Ajax / mod_perl / C++ / Apache / LAMP stack / MySQL / Amazon cloud (S3 / SDB / SQS / EC2) / GIS / KML / Google APIs / Photoshop / Flash MX / Android SDK / Eclipse ...

iPhone / iPad Specific Skills

Native Objective-C developer / XML processing / JSON / asynchronous web services
Cocoa Touch Frameworks / Core Data / Core Location / Map Kit / Webkit / Quartz 2D / Core Audio / Core Animation / Storekit / Accelerometer use / Notifications / Urban Airship / TestflightApp / Data Modelling / Subversion / Interface Builder / Instruments and NoSQL databases such as CouchDB.

I gave a talk on performance tuning at the London iPhone Developer Group in October 2010

I was invited to give a presentation for on improving scalability with memcache at "out of the slipstream" 2009.

Employment Timeline

**iPhone Contractor, Badoo Mobile
July 2010 – April 2011**

In parallel with my work at Mindsizzlers I have been contracting for Badoo Mobile working on their iPhone application in a team environment. I added the storekit work to support in-app purchase which has seen the application become the top grossing social networking app in a dozen countries and have been working on optimisations of the table views, debugging network layer issues with google protocol buffers and have been working on unit tests in Java to support the project.

**Senior Developer & Software Architect, Mindsizzlers LLP
2008 – present**

Mindsizzlers is a consultancy and training company for iPhone and web applications.

- Co-developed iPhone programming training courses
- Developed new social networking website deployed entirely in Amazon's cloud
- Devised & developed award winning Golden Hour website and iPhone / iPad application
- Devised & developed iPhone applications "iFolder", "London Lives" and "MP Finder"



Employment Timeline / continued

Lead Developer, Imagevault / Chillibeau London 2003 – 2008

Imagevault became Chillibeau in 2005 and builds digital asset management solutions for advertising agencies and commercial production companies worldwide.

- Developed production company showcase site “SohoSoho”
- Devised & programmed the world’s first wireless award show judging solution on Nintendo DS
- Designed & Wrote API driven digital asset management system “Chillivault”
- Used Amazon cloud to provide failover storage solutions
- Implemented content delivery network for enhanced end-user performance
- Designed “domain” the new computerised editing facility for Ogilvy & Mather

Freelance Consulting Leeds & London 2002 – 2003

- Advised Endemol UK on in-house post-production proposals.
- Advised Spafax on business acquisition.
- Advised Clockwork Capital on digital asset management software system
- Project Manager for Digireels on new DAM system

Editor & Managing Director, Non-Linear Editing / Resolution London 1992 – 2002

Non-Linear Editing became Resolution in 1996 and grew to be one of the largest Avid editing groups in Europe with editing facilities in Soho and Hoxton. Best known for the post-production of Big Brother and Pop Stars. The initial early overlap with my role at Carlton Broadcast was approved by Carlton.

- US International TV awards for editing, BAFTA team award for innovation, RTS nomination for editing.
- Designed and developed the production management and media encoding software for Big Brother and Celebrity Big Brother.
- Designed and developed web based scheduling system for Resolution Soho and Resolution City

Operations Manager, Carlton Broadcast Facilities London 1992 – 1994

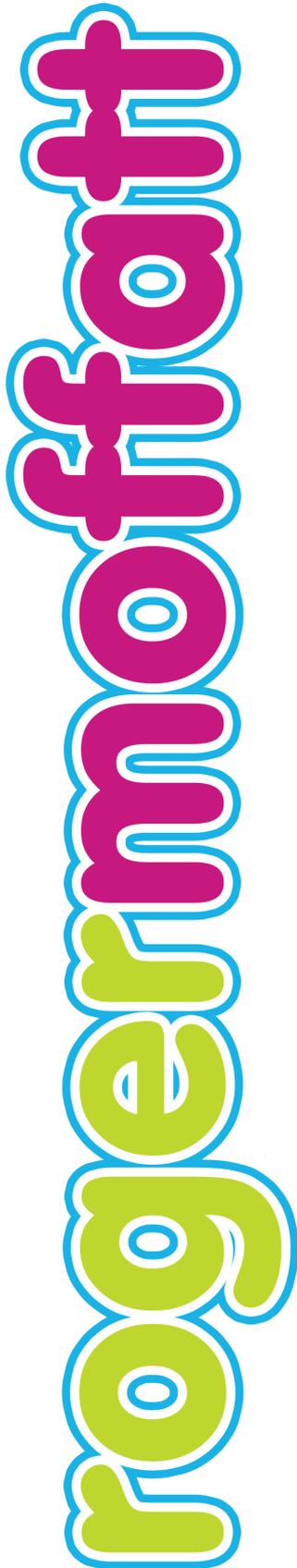
Carlton were a television facility renowned for their pop videos and also home to The Children’s Channel and CTV outside broadcast. I took on a role here while we were growing Non-Linear Editing.

- Promoted to operations manager overseeing team of assistant editors.
- Responsible for all editing and duplication operations within the central technical area.
- Developed scheduling software integrating with Sony transmission suite

Senior Recording Operator, BBC Elstree Borehamwood 1989 – 1992

I was fortunate at the BBC to benefit from the best training in the world in disciplines such as sound recording, vision mixing, studio camerawork, news editing and then online editing, I took voluntary redundancy with a colleague to form Non-Linear Editing Ltd.

- Selected to train new directors in live news vision mixing
- Promoted to senior recording operator, responsible for TOTP, Mastermind and Timewatch
- Developed custom sub-titling software for Aston Caption Generators



Employment Timeline / continued

Programmer, Fiveways Software Birmingham 1983 – 1985

Fiveways was a software house specialising in educational software and games for the Research Machines 480Z Sinclair Spectrum, Commodore 64, Amstrad CPC64.

- Promoted to Research & Development working on operating systems and graphics compression.
- Project managed series of educational programs for secondary schools
- Translated games such as UNITRAX from Commodore 64 (6502 based) to Sinclair Spectrum (Z80 based)
- Fluent in Z80 / 6502 Assembly language

Craft Awards

During my editing career, I was fortunate to work with a number of excellent directors and am proud to have won awards for editing documentaries in addition to nominations for RTS, BAFTA and EMMY awards.

BAFTA (team craft award) for Big Brother Innovation, also nominated for editing award
RTS & BAFTA nomination for Best Schools TV series - Energy from Nature for Channel 4
US International Film & TV "Gold Camera" award for editing Energy from Nature for Channel 4
US International Film & TV "silver screen" award for editing "The Way we Look" for Carlton TV
US International Film & TV "silver screen" award for editing "Inside Crime; Video City" for Carlton TV
US International Film & TV "creative excellence" award for editing "Everyday Lives; Natalie, Stephen and Me"
EMMY nomination for "Behind the Myth, Ceausescu" BBC

Education & Courses

BBC Wood Norton

1991, Q course in Television Operations
Top student, average mark 86%, class average 71%

BBC Wood Norton

1989, Introduction to Television Operations (3 month residential course)
Systems tests 96%, Operational tests 90%

York College of Art and Technology

1989, MYOB business course

University of York

1985-1988, Computer Science BSc (Hons) Upper Second Class

Methodist College, Belfast

A'Level straight "A" grades in Maths, Further Maths, Physics & Chemistry
National Prizes for Chemistry and Mathematics

roger moffatt

Personal Interests

Outside work I'm a keen photographer and have had some work published by the American Institute of Architects and featured in a Royal Academy exhibition on contemporary London. My photographic interests extend beyond earth into astrophotography and I have participated in some minor research projects into gravitational lensing. I enjoy writing and have had a few articles published on various computing topics and one of my spare time projects gets a mention in the latest book published on Amazon Simple DB. I'm the only former international chess player I know who has also enjoyed parachuting.

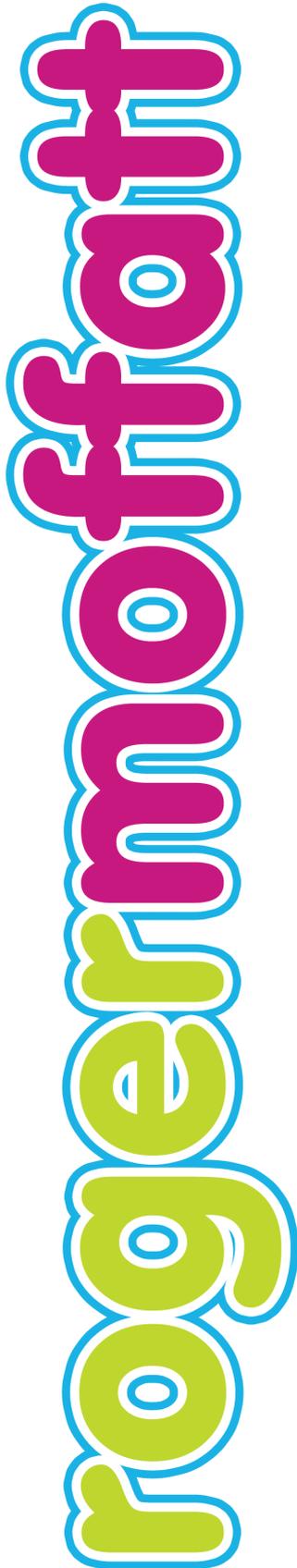
Open Reference

As part of my assessment by the BBC during their rigorous training, my managers received a detailed written report on my course performance. Although related to my time in television rather than computing, I feel this external report sums up my approach and aptitude well.

Roger Moffatt achieved the highest course marks on the written tests. His grasp of the technical aspects of television comes over equally well in discussion or when he is asked to analyse the problems which a situation may pose.

With his secure technical background, Roger established himself as a motivator and enabler in many aspects of the course. His ability to learn quickly, combined with organising skills and a rapid response to new information, ensure that changing circumstances are kept under Roger's control. He assumes a proper responsibility for tasks undertaken, whether or not they are within his past experience, such as the direction of a quiz programme for the course.

Roger offers and expects a high level of operational performance, and his well-founded competence is an asset to the team.



Specific areas of expertise

iPhone Application Development

I am experienced developing native Objective-C applications for the iPhone and iPod Touch and have several applications currently available in the app store. I have particular experience using location services, mapkit, coredata and quartz2D and am familiar with data persistence, asynchronous downloading, threading for GUI performance, audio and integrating existing C++ libraries. More recently I have been using NoSQL databases such as CouchDB extensively for new projects.

Web Development

Since developing the production management and media encoding solutions behind Endemol UK's Big Brother I have been heavily involved in architecting and programming media centric websites. From digital asset management solutions storing hundreds of thousands of video assets through to consumer social networking, I have built robust and reliable systems that are still in use years after I have moved on. Skills include Apache / nginx / mod_perl etc.

Clouds & Virtualisation

I've been a cloud technologies early adopter and am an expert in deploying on Amazon's cloud infrastructure including full use of EC2, S3, SQS and SDB for building scalable, loosely coupled processing pipelines. I'm a virtualisation fan and have used both VMWare and Virtualbox for building easily deployable appliances.

Performance Tuning

Confident architecting high performance and highly available website deployments using a wide range of performance tuning techniques from database optimisation through multi-level caching, reverse proxy configuration, load balancing and web page optimisation strategies. Asked to speak at the out of the slipstream conference on the benefits of Memcached.

Database design and optimisation

Experienced with MySQL, Amazon SDB and to a lesser extent MS-SQL, postgresQL and SQLite. Able to diagnose and resolve performance issues relating to query design, schema design, choice of database engine and overall configuration. Since 2010 I've been working more on NoSQL systems such as CouchDB.

Application Development

I've been writing software since I was 16 and have written a diverse range of solutions in many different environments and programming languages. Alert systems that send SMS text messages, video transcoding pipelines, image processing, high performance file transfer, stock market trading algorithms, data analysis, games and sophisticated mapping solutions. As a digital native, I'm used to constantly learning new techniques and languages and have developed in everything from 6502 & Z80 machine code through C, C++, Objective-C, to Perl, mod_perl, and Javascript.