

Jim Edlin

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Work History

Arizona Bay LLC, San Francisco, CA (as contractor, via Webmond LLC)
Architect/Developer, May, 2010 – present

Maintaining and enhancing e-commerce AJAX website and back end systems for SmartRoam.com, a Singapore telecom company offering VOIP-based local phone numbers in 57 countries that redirect to any other number of a customer's choice. Development in PHP5 with CodeIgniter framework and MySQL. Future development in Ruby on Rails.

The2ofYou.com, San Francisco, CA
Co-founder and CTO, June, 2009 – May 2010

Sole technical co-founder of this startup developing a "counseling and relationship-strengthening" website for couples. (Concept: "Match.com helps you get together; The2ofYou.com helps you stay together.") Led site design, development and testing, managed infrastructure, managed offshore contract developers. Site was heavily AJAX in design, using Railo, Prototype/Scriptaculous, MySQL.

Arizona Bay LLC, San Francisco, CA (as contractor, via Webmond LLC)
Architect/Developer, June, 2008 – February 2009

Designed, developed and launched enhancements and updates to high-volume transactional web e-commerce system for JumpStart Automotive Media. Created consumer-facing AJAX car-selection configurator in MVC environment using Coldfusion MX7, MySQL, Javascript/Prototype and a bit of Java. Also created back-end AJAX management tool for this configurator, allowing extensive customization of appearance and operation by each of client's customers. Implemented framework for SOAP web service transactions between client's system and systems of client's B2B customers.

Tides, San Francisco, CA
Business Applications Architect, 2003 - 2008; Technologist-in-Residence, 1998 - 2003;

Led numerous projects to define, choose, adopt, design and implement technology solutions for network of nonprofit organizations. Acted as CTO for development and launch of eGrants internet donation-processing system (now merged into NetworkForGood.org). Also developed other e-commerce sites. Led design and development of extranets for Tides Foundation donors and Tides Center projects, including online reports derived from financial systems-of-record.

The HyperMedia Group, Inc., Emeryville, CA,
Co-CEO, 1992 - 1997; Partner, 1987 - 1992

Co-led company through evolution from developing HyperCard stacks for Macintosh computers, then multimedia CD-ROMs for Mac, Windows and UNIX, to leading-edge Web sites. Involved in various capacities with 200+ interactive media development project for clients such as Equitable Life, Microsoft, Simon & Schuster, and Wells Fargo, many of which were honored with industry awards.

Education

Northwestern University, Chicago, IL

Institute of Advanced Advertising Studies (masters-level program for working professionals),
Certificate,

Michigan State University, East Lansing, MI

College of Communication Arts, BA (cum laude)

Technology Skills

Programming / Scripting / Web

Cold Fusion / CFML — advanced
Javascript / AJAX — intermediate
Ruby on Rails — beginner
PHP — intermediate
HTML — advanced
CSS — intermediate

Database

ANSI SQL — intermediate
MS SQL Server 2000/2005 — intermediate
MySQL — high intermediate
Oracle 9i — basic

Tools / Infrastructure

Subversion — intermediate
CVS — intermediate
git — intermediate
Apache — intermediate
Windows IIS — intermediate
Eclipse / Aptana — intermediate
Netbeans - intermediate
Dreamweaver — basic

General / Productivity

Photoshop — intermediate
GIMP — intermediate
MS Word — advanced
MS Excel — intermediate
MS PowerPoint — intermediate
MS Visio — basic