# Shawn K. Wall

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Pittsburgh, PA 15235

**OBJECTIVE:** To solve complex business problems by architecting and implementing solutions using proven software engineering principals.

**EXPERIENCE:**

### Self-employed
*Sole proprietor*
June 2010 – Present
Pittsburgh, PA

- Web & Mobile architecture & development
- Architecture & development of Giant Eagle (largest grocery chain in local tri-state area) iPhone application that allows users to create shopping lists, clip digital coupons, plan menus, find recipes, locate stores, and view their Perk (available discount) information. The work was done through Buzzhoney, LLC. Technologies included Objective-C, .NET.
- Architecture & development of GE Smart Catalog iOS universal application that replaces paper catalogs for part distributors in three main markets. Development included the creation of a PDF reader for iOS. The work was done through Buzzhoney, LLC. Technologies included Objective-C, .NET.
- Designed & built the East End Brewing mobile web application that allows the business owner to maintain stock inventory at multiple locations while giving users the ability to view that stock at any time from their pocket. Technologies included Django, jQuery mobile, MySQL.
- Design, architecture & development of screen-printing business management portal for Clockwise Tees. Project was built using Django with integration through Freshbooks API.

### Levlr, Inc.
*CTO & Co-founder*
June 2010 – Present
Pittsburgh, PA

- Accepted into Alphalab 2010 accelerator program including funding, business assistance & support.
- Developed one of the first game mechanics platforms on the market, a service oriented architecture to enable gamification in the business and marketplace. Platform built using LAMP stack.
- Designed & built Beerby, the first application built on the Levlr Platform, a social beer check-in application for iOS and Android that received worldwide press & awards.
- Development of Skinny Cow Ice Cream Club Skinny campaign for Nestle, Inc – a game mechanics powered CRM tool to reward users with physical and psychological incentives while giving the brand access to user activity for target marketing. Application built in .NET using Entity Framework.

### Vivisimo, Inc.
*Senior Search Architect/IO Consultant*
February 2007 – June 2010
Pittsburgh, PA

- Creation of Services-based product offering – Information Optimization Assessment (IOA) – to explore and analyze business problems in order to recommend a roadmap to success for existing and new accounts.
- Development of client solutions using Vivisimo Velocity Enterprise search software, which merges a variety of technologies including C, Java, .NET, XML, XSL, Web Services, and shell scripting.
- Project [Agile, Waterfall], client, and account management of intranet and external based search at Kaiser Permanente. Served as Tech Lead for project in a Consulting manner, involving implementation and integration with WebSphere Portal, along with management of several internal resources and a technical team at Kaiser Permanente.
- Project management and implementation of Norwegian Health Library search portal www.helsebiblioteket.no, including onsite training of the Vivisimo Velocity enterprise search platform. Data sources include a variety of public and private websites, along with file based sources.
- Project [Agile, Waterfall], client, and account management implementation of several search solutions for Fidelity Investments, using web service, Documentum, SharePoint, and file-based data sources.
- Project, client, and account management of search solutions for Gartner, Inc, T Rowe Price, P&G, Tyco Electronics.

- Management of small team of Applications Engineers, including mentoring, time tracking and task delegation for a variety of projects.
- SharePoint WebPart development using C# and SharePoint 2007.
- Development of several proofs of concept for a variety of companies in varying fields.
- Internal process development for the professional services team, including full application life cycle from sales process through implementation to signoff.

### Ripple Effects Technologies
*April 2002 – February 2007*
*Senior Software Engineer*                                              *Pittsburgh, PA*
- Development and maintenance of PA state tourism and economic development sites such as www.experiencepa.com  and its evolved form www.visitpa.com [Java/Struts/JSP/Tomcat/Oracle]. Also developed a variety of PA tourism mini-sites derived from the tourism class framework.
- Development and maintenance of PA state economic development website www.newpa.com, using our own custom CMS version 1.0 [.NET/SQL Server/XML/XSLT].
- Design and development of data administration tools for www.visitpa.com and a digital marketing infrastructure tool that allows any state organization to administer their own data that can be integrated into a custom built website using CMS 2.0 and the DMI module set [Java/Struts/JSP/Tomcat/C#/SQL Server/XML/XSLT/Web Services].
- Development and maintenance of an RSVP system for PA economic development events [C#/SQL Server].
- Maintenance and implementation of REI CMS 1.0, a VB.NET based Content Management System which REI has used for a broad array of clients, many of them in the higher education arena, such as the Tepper School of Business, Rutgers School of Business, Wake Forest MBA, Fairleigh Dickenson University [VB.NET/SQL Server/PostgreSQL/XML/XSLT/Web Services].
- Design, Architecture, and implementation of REI CMS 2.0, a Content Management System using C# and ASP.NET version 2.0, originally started with beta ASP.NET 2.0 before its release. Premier features of this release include an updated security/role system that contains both DB and Windows Authentication modes, document management, dynamic and static publishing modes, and a new extensible templating system with unlimited page elements, reusable parts, and XML/XSL transformation of any data source using custom modules. [C#/SQL Server/XML/XSLT/Web Services].
- Design and development of templated .NET mailer tool for subscription based website mailing lists, which serializes data objects and converts them to HTML or other formats using XSL [C#/SQL Server/XML/XSLT].
- Architecture and Implementation of an event management system for www.phillyfunguide.com [now defunct] and www.baltimorefunguide.com composed of an administration tool and the front-end website [Java/JSP/Struts/Tomcat/Oracle].
- E-commerce work for Vanderbilt School of Law for application forms using PayFlowPro [C#/SQL Server/COM]
- Graphic design, architecture, and all development of an e-commerce site order.multiscopeink.com to order personalized print items for Kennametal Corporation. The website dynamically created print-ready PDF's for business cards, letterhead, and envelopes [C#/SQL Server/XML/XSLT/PDF].
- Beyond programming work, served as the lead technical representative in several FRP responses, RFP meetings, technical demonstration presenter, and as a tutor for several programmer throughout the years at REI.

### Freelance Work
*January 2002 – Present*
*Web Developer*                                                        *Pittsburgh, PA*
- iPhone application development. Currently working an on expense/income tracking system to support budgetsimple.com website.
- Front-end coding and backend scripting for several websites designed by Gist Design [www.gistdesign.com]. Clients included www.pittsburghindependentschools.org, www.3riversfwb.org, www.gistdesign.com, the Carnegie Library, and others.
- Front-end coding for www.sdapgh.com implementation.

### BodyMedia, Inc.
*September 2000 – February 2002*
*Senior Web Developer*                                                 *Pittsburgh, PA*

- Build and maintain public site for [www.bodymedia.com](www.bodymedia.com) using HTML, JSP, JavaScript, and CSS. Developed middleware Java code for an e-commerce system using an Oracle backend.

### Cerebellum Software
*Configuration Management/Technical Support Specialist*

*May 2000 – September 2000*
*Pittsburgh, PA*

- Provide technical support for Internet data integration software; also design an implement demos and tutorials (JSP, EJB) to show product capabilities.  CM using Rational ClearCase.

**SKILLS:**

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|---|---|
| *Operating Systems:* | Mac OS X, Linux, Microsoft Windows, Solaris, NeXT |
| *Languages:* | Objective C, PHP, C#, VB.NET, Python, SQL |
| *Databases:* | Oracle, SQL Server, MySQL, PostgreSQL, SQLite |
| *Frameworks:* | iOS, .NET, Django, Ruby on Rails, jQuery Mobile |
| *Miscellaneous:* | XML, XSL |

**EDUCATION:**

### Allegheny College
- *Major in* Computer Science *with* Philosophy *Minor*.
- 3.4 QPA.

*May 2000*
*Meadville, PA*

**REFERENCES:**    Available upon request.