

# Vadim Vaiman

## Summary

Expert Web Development Team Lead with more than eleven years of experience producing, building, testing, and maintaining large scale e-commerce and corporate intranet and internet Web sites. Demonstrated ability to manage complex projects while meeting day-to-day production needs of internal departments and external clients.

## Skills

Operating Systems:	Windows NT/2000/XP/VISTA, UNIX/LINUX, MAC
Programming Languages:	PHP, JSP, Visual Basic 5
Scripting:	JavaScript, DHTML, AJAX, ActionScript
Markup Languages:	HTML, XHTML, CSS, XML, XSLT, MXML (Flex)
Databases:	MySQL, Access, Oracle, SQLite
Servers:	Apache HTTP Server, Apache Tomcat, IBM WebSphere
Software Expertise:	Homesite, Dreamweaver, Eclipse, Flex Builder, Adobe Photoshop, Flash, Fireworks, Illustrator, Microsoft Office, FTP/Telnet clients, CSE HTML Validator.
Version Control Software:	SVN, CVS
Bug Tracking Systems:	JIRA, BugZilla, PCVS Tracker
AJAX Frameworks:	Prototype, Scriptaculous
Automation Tools:	Apache ANT, Batch Scripting
Services Integration:	Omniture SiteCatalyst, WebTrands Analytics, Google Analytics, DoubleClick, 247Realmedia, Blogger, GoogleApps, Wordpress, Joomla, RightNow CRM, Akamai

- Excellent conceptual and analytical skills
- Advanced knowledge of Windows Operating Systems, UNIX and MAC environments.
- High Coding Standards and ethics.
- Comfortable working within a team as well as independently.
- Deep understanding of current web technologies, User Interface usability and optimization.
- Strong knowledge of developing, maintaining and optimizing large dynamically generated sites with content management publishing systems applying best SEO practices.
- Rapid user interfaces prototyping (functional wireframes) for data driven web-based applications.
- Experienced in implementation of third party vendors functionalities into existing websites.
- Extended knowledge of multi-platform and multi-browser issues with web applications.
- Expert level knowledge of image, video and audio conversion and optimization.
- Able to create custom CMS/CRM Systems based on PHP and MySQL (LAMP).
- Built and maintained heavy trafficked UTF based multi lingual websites.
- Deep understanding of the search, online advertising, web publishing and content syndication.
- Experienced in start-up, agency and large corporate environments.
- Exceptional presentation, communication and interpersonal skills. Proven abilities to effectively present complex information to internal or external clients.
- Flexible, imaginative, positive thinking, multi tasking, proactive and solution oriented.
- A self-motivated professional with exceptional management, leadership and organizational skills.

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## Professional Experience

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7/2008 - Present

Thumbplay Inc.

New York, NY

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### **Sr. Web Developer / Technical Lead**

Involved in all the aspects of User-Centric RIA interface design and development for online (Website) and desktop (Air) applications, include: wireframes creation in Visio, coding HTML/CSS/JS based functional prototypes and usability testing.

Working with business owners to define requirements and developing technical specifications.

Ensure that deliverables are met on time, including day-to-day planning and coordination with testers, developers, project managers, creative group and business representatives.

Advising creative team on technical aspects and limitations of new products and major enhancements.

Defining coding standards and mentoring Front End Developers on coding and debugging issues.

Overseeing and participating in migration and development efforts of Adobe Air based desktop application written in MXML and AS3 by on-site and off-site contractors.

Implemented cross platform tracking for Air Desktop application as well as Thumbplay online properties.

Adjusting online (Website) client acquisition flows based on specific Wireless Carrier requirements and according to provided by carrier specks.

Expanding website JavaScript and components libraries to overcome browser limitations or missing functions.

Maintaining and writing online documentation on company Wiki.

Automating build processes of the applications targeted for Development, QA, Staging and Production environments utilizing Apache ANT and Batch scripting.

Working closely with Back End and Mobile teams to assure seamless integration of Mobile, Desktop and Online sections of the system.

Providing first level of Quality Assurance on new functional elements of the applications while making sure absence of regression errors and serve as technical liaison to QA group.

Resolving technical issues as they arise and applying out-of-the-box solutions to design problems.

Maintaining and supporting company online presence utilizing HTML, CSS and JavaScript.

Participating in interviewing process to acquire top talent for company Front End department.

Constantly analyzing existing applications and suggesting on ways to optimize, enhance and increase their performance based on cutting edge technology.

**Web Development Team Lead**

Leading a team of developers through all the stages of design, development and maintenance of the front end user interface of several public facing web sites, includes project and resource management, development of schedules and timelines for project initiatives. Working with business group to define proper User Interface standards and best practices, project requirements, status and day-to-day activities. Identifying new technologies or methods to improve the applications and the development process. Constantly looking for ways to improve performance and stability of existing applications. Providing creative, innovative and efficient design solutions to business problems. Acting as the "go-to" person for resolving technical issues encountered by the various company units. Setting design and development standards, and ensuring that applications are compliant with these. Participating in hiring and knowledge transfer to new company employees. Maintaining SVN Version Control Repository and collaborating with Quality Assurance and System Administration groups on release procedures between SVN and Development, QA and Production environments. Responsible for all Front End related duties includes: technical advice for Creative and Business groups, interface development in HTML/CSS/JavaScript/AJAX/JSP, optimization, cross-browser compatibility, maintenance tasks, QA hand-off's and production releases.

**accoona.com, accoona.cn, accoona.eu**

Took a leading role in architecture, design and implementation of multilingual (8 languages) website presence for Accoona search engine in US, China and Europe.

Involved in research, development and support of distributable components: Internet Explorer Toolbar with Search Assistant and Desktop Search application for PC desktops. Designed XSLT template to transform XML based result set for Desktop Search application. Designed and implemented AKAMAI based distributable mechanism for Internet Explorer Toolbars downloads. Implemented server side tracking functionality that monitors usage of toolbars by users.

Designed and developed distributable search widget based on Yahoo Widgets platform.

Implemented server side statistics analysis based on Urchin.

Optimized website performance utilizing numerous industry leading services: AKAMAI - for static content distribution based on network of strategically placed servers that allow to minimize DNS response time, distance to the user and content compression. Quova - to detect user geographic location and change site behavior based on it, Gomez- for consistently monitoring website performance based on multiple ISP locations.

Integrated 24/7 Real Media ad serving service and custom Google Ads For Search into Accoona search applications.

**twing.com**

Lead development of GUI for Community Search and Discovery search engine. Designed master templates as well as pluggable components based on XHTML-Strict mode. Developed custom skinned components utilizing Adobe Flex and ActionScript that allow user to utilize HttpRequests (AJAX type) functionality to retrieve data in XML format from the server and render it on front end without page reloading.

Building lightweight DHTML components that utilizing Prototype framework to initiate HttpRequests to the server and exchange information in JASON format.

Defining website architecture to ensure proper construction for maximum search engine visibility.

Provide SEO guidance in technical areas such as server infrastructure, website structure and page construction, internal linking, CSS, JavaScript referencing and programming standards. Train marketing staff on best practices in SEO; serve as internal technical 'evangelist'.

Built distributable components for iGoogle and IE7 /Firefox Browser Search.

Implemented site wide statistics functionality based on Coremetrics.

**exchangeplace.net**

Involved in migration of legacy "lead buyer" facing website to new one based on OpenCMS - GPL Java based Content Management System.

**Web Developer, Consultant**

**Money-Media INC.** Designed and developed CMS system that will be used by seven current and future company online publications. Built front end interfaces form provided by design department for BaseAndBonus.com and Ignites.com publications, that uses new CMS to post content provided by publications editors online. Consistently analyzed company editor's requirements and implemented user friendly solutions into CMS and on publicly accessible websites. Lead implementation of SVN (Subversion version control system) and enforced policies for code writing and maintenance. Trained junior member of development team. Helped with implementation of WebTrends Enterprise tracking system into existing company publications. Generated custom reports from database for company management.

**Wallstreetreporter INC.** Developed custom CMS/CRM Intranet system based on MySQL/PHP that consists of 3 sections for Administrator, Booker and Engineer. The system allows all users to share information related to company clients, bookings and website, and perform different activity on data depend on user type. The development of application involved migration of company data from old database based on Microsoft Assess 2000. The system also used for generating reports based on database information for company statistics and payroll purpose.

Since beginning of using new intranet system the company experienced rapid growth in sales and client base.

**Solent Freight Services LTD.** outsourced all company technology and development needs to VIS INC. The services provided are Network Support and Administration, Website Design, Development and support, Design of company brand and Print promotion materials.

**DVL Consulting Engineers INC.** - Designed and Developed custom CMS based website based on PHP/MySQL

**Starwood INC.** - As a part of front end development team involved in redesign and update of company corporate website homepage (www.starwood.com) and one of the company brand websites (Westin). The redesign involved development of new XSL templates in Documentum, HTML/JavaScript development for user interface and graphics processing.

**Avance Designs LTD.** - Developed custom job board and member section for Fashion Group International (fgi.org). The website consists of 2 sections: Employers and FGI members. *Employers* can register, retrieve lost login information, post/update/delete/activate/deactivate jobs, update contact information, change email/password with email confirmation. *FGI members* can browse and apply to posted jobs online. Front end built in HTML/CSS/JavaScript Back end based on PHP and MySQL Database

**Senior Web Developer**

Reporting directly to CIO and CTO on projects development status.

Worked with Project Management team to analyze end users needs and suggesting on user-friendly solutions.

Analyzing existing sites functionality and recommending functional improvements for sites to maximize systems efficiency and overall performance.

Working closely with art department on production of web friendly designs.

Hands on coding of Websites, CMS, CRM, eCards, Splash pages and custom back end applications.

Front and Back End Integration.

Responsible for documentation and support of existing websites.

Testing of final product for cross browser compatibilities.

Upgrade, troubleshoot, maintain and supporting for existing online applications.

7/2000 to 1/2002

HotJobs.com/Yahoo!

New York, NY

**Senior Web Developer**

Acted as a Senior Web Developer and a member of development and support team of e-Recruitment site.

Directly involved in 3 major redesigns of public website from the ground up using HTML, CSS and DHTML / JavaScript and custom "Parsing" language.

Provided full project cycle support including requirements analysis, systems design, coding, optimization, implementation, testing, documentation, upgrade and maintenance support.

Analyzed end users data needs and developed user oriented solutions which interfaced with existing applications.

Recommended improved operational procedures to maximize systems efficiency; provided guidance for solving complex system application and operations malfunctions and performed troubleshooting.

Provided product management department with deep analysis of web site functionality and graphic representations made in Visio.

1/2000 to 7/2000

TheZite.com

Brooklyn, NY

**Web Developer, Consultant**

- Created visual model of web site in Photoshop.
- Implemented User Interface in cross browser HTML/JavaScript/ASP code integrated with JSP/ASP code for back end connectivity.
- Created Logo, Animated Banners and graphics for different advertisement campaigns.
- Involved in site META information optimization and Search Engines submission process.

1/1998 - 1/2000

Rotem Amfert Israel Ltd.

Beer Sheba, ISRAEL

**Intranet Developer**

- Worked as a full time company Intranet Webmaster in big Israeli Chemical Company.
- Created reports from SAP R/3 database using ABAP4 for MM and FI modules and implemented them for intranet access.
- Analyzed user requirements and created custom navigations and Graphic User Interface (GUI's) for different company departments.

**Education**

**Graduated 1/1998**

**Technological College**

**Beer Sheba, ISRAEL**

*Bachelors Degree in Computer Science*

**Additional information**

References available upon requested.

BrainBench.com certificates in PHP/HTML/JavaScript/Apache 2.0 available.