

GREG DAVIDSON

1831 - 15 Avenue SE, Salmon Arm, BC, V1E 2E9

250-515-0126

davidson.mj@gmail.com

OVERVIEW OF EXPERIENCE

- 6 years developing web apps
- Passion for building and refining high-quality user interfaces
- Exceptionally detail-oriented, striving for pixel-perfect implementation in all browsers
- Constantly improving usability and increasing performance
- Promoting and implementing modern web development techniques, best practices & processes

WORK EXPERIENCE

Edge Marketing Corp — Calgary, Alberta

October 2003 – March 2011

Design, manufacturing & sales of SOLE custom footwear products. (www.yoursole.com)

Size: 30 people, **Sales:** \$8.8 million in 2010

Title: Software Developer

Synopsis: Maintained & developed new features for recork.org, yoursole.com and the online store

Team: 4 people: Back-end Developer, Web Designer, Sys. Admin and myself (Front-end & Back-end Developer).

System: Interchange (Perl), SQL-Ledger, PostgreSQL, Django (Python). All sales, inventory, e-commerce, accounting and reporting functions were tightly integrated and served by custom built web applications.

Key Responsibilities:

- Maintained and developed yoursole.com, recork.org & internal web apps
- Collaborated with Web Designer to design new features and improve on existing ones
- Managed the retail (web store) and wholesale (SOLE Retailers) catalogs
- Deployed weekly code releases for multiple sites

Key Successes:

- Improved the usability and performance of sites with clean, maintainable code
- Promoted the adoption of source control (Git) & set up a productive environment with private, staging & production servers
- Developed a site that covered a live adventure race
 - Used PHP, MySQL and the Google Maps JavaScript API to plot the GPS coordinates of each team in real-time
- Mentored teammates on modern web technologies and techniques
- Worked remotely from Salmon Arm, BC for the past 4 years, as part of a geographically distributed team
- Helped increase annual online sales from \$320,000 in 2005 to \$923,000 in 2010 (on track for over \$1 million in 2011)

Example Projects:

SOLE Retailer Site (<http://www.yoursole.com/retailer>)

—Web App for SOLE Retailers to manage their own information, view account history, place orders & make payments

- Developed server-side functionality with Interchange (Perl) & PostgreSQL
- Authored HTML, CSS and JavaScript for site templates
- Built interactive sales charts with SQL, JavaScript and Canvas
- Used Ajax to progressively enhance the user experience
- Interface design and implementation of several complicated flows, including checkout

ReCORK (<http://recork.org/>)

—Site promoting SOLE's cork recycling program

- Created Django templates from static HTML and design comps
- Designed & developed "Find a Recycling Partner" Location feature with jQuery and the Google Maps JavaScript API (v3)

- Integrated with an existing SOLE Customer database
- Debugged HTML, CSS and JavaScript to resolve all cross-browser issues

Maxwell Paper Canada — Calgary, Alberta

March 2001 - March 2004

Title: System Administrator

Synopsis: Tech support for a mid-sized business (40 users)

System: Novell Netware, Windows 2000 & Linux Servers, Windows desktops

Key Responsibilities:

- Performed daily backups, anti-virus & software updates
- Created Reports on business data for the CEO and Sales department
- Documented tech-related processes
- Hardware troubleshooting, replacement and purchasing
- Researched and recommended software to meet the needs of the company

Key Success: Designed & developed a sales prospecting web app with PHP, MySQL and Apache

EDUCATION

B.Sc. in Electronics Engineering — DeVry Institute of Technology — Calgary, Alberta

March 2001

- Chosen by Faculty as the Outstanding Student in my class of 25 students

PERSONAL PROJECTS

Broadview Church (<http://broadviewchurch.ca>)

- Site design and development with Django, PostgreSQL, HTML, CSS and JavaScript

Church in the Hills (<http://www.cithcalgary.com>)

- Site design and development with Wordpress (created a custom theme with PHP)

A&B Estimating (<http://www.abestimating.ca>) and Wolverine Tough (<http://www.wolverinetough.com>)

- Site design and development with PHP and Smarty (<http://www.smarty.net>) templates

SKILLS MATRIX

| Skill Group | Skill | Last Used | Experience (years) |
|--------------------------|-------------|-----------|--------------------|
| Front-end Tech. | HTML | 2011 | 7 |
| | CSS | 2011 | 7 |
| | JavaScript | 2011 | 5 |
| | Ajax | 2011 | 3 |
| | jQuery | 2011 | 3 |
| | MooTools | 2008 | 2 |
| Server-side Tech. | PHP | 2009 | 3 |
| | Python | 2011 | 3 |
| | Perl | 2011 | 5 |
| | Interchange | 2011 | 5 |
| | Django | 2011 | 4 |
| | Wordpress | 2010 | 4 |
| | PostgreSQL | 2011 | 6 |

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|-----------------------------|--------------------|------|----|
| | MySQL | 2009 | 3 |
| | SQL Queries | 2011 | 6 |
| | Apache | 2011 | 7 |
| | nginx | 2011 | 2 |
| Developer Tools | Vim | 2011 | 8 |
| | Git | 2011 | 2 |
| | SVN | 2011 | 2 |
| | Command-line tools | 2011 | 7 |
| Graphic Design Tools | Photoshop CS4 | 2011 | 3 |
| | Illustrator CS4 | 2011 | 3 |
| Operating Systems | OS X (development) | 2011 | 5 |
| | Linux (production) | 2011 | 10 |
| | Windows | 2011 | 10 |