

MIKE PEARCE

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summary of experience

Scrum/Agile: 2 years, PHP: 10 years, SQL: 10 years, HTML: 10 years, XHTML: 3 years, XML: 4 years, CSS: 10 years, Javascript: 10 years, AJAX (etc): 4 years, Linux/Apache: 6 years, Photoshop: 6 years, Office: 10 years

Profile

I've been involved with the design and development of website and web apps for the last ten years. The last position I held saw me design and build a number of development and testing environments. Most recently I've been involved with creating a highly available tracking solution to serve 100 million hits a day. Currently, I am a technical lead, which involves designing architecture for distributed platforms and applications built for rapid application development and deployment, as well as mentoring, teaching and managing others in the team. I also take part in the recruitment process, reviews and assist the product owner to manage a backlog of stories. I'm a certified scrum master and run scrum teams of between three and nine people. I am a scrum evangelist and champion it whenever I can. I keep up to date with the industry through various feeds and mailing lists and am active on many social networks,

Experience

Senior Software Engineer, Infinity Tracking. Reigate, Surrey. 2010 - Present

(<http://www.infinity-tracking.net>)

Infinity Tracking is a sister company to Jellyfish and I transferred in early 2010. Infinity Tracking was created to continue the work that was started on the call tracking platform at Jellyfish. So, as part of a three man team, I helped to redesign the entire system from scratch (incorporating lessons from the 'Classic' version). It is designed to be spread across multiple data centres by using stateless front end servers, using DNS round robin load balancing to reverse proxied nginx loadbalancers. I was also the product owner and scrum master, managing a backlog with the managing director.

With constantly moving goal posts and very light requirements, the team practiced agile development with a just-in-time responsibility, coupled with a very modular, serviced based architecture, meant we could be very flexible with what we delivered and when.

Lead Developer, Jellyfish. Reigate, Surrey. 2007 - 2010

(<http://www.jellyfish.co.uk>)

Jellyfish is the leading Paid Search Marketing agency in the UK, using unique bid management methods on a proprietary online application. Working at Jellyfish has given me the opportunity to manage a large team of developers. Not only did I fill the position of technical lead, I was also responsible for some elements of recruitment, coaching developers, presenting and pitching ideas to the business, demonstrating prototypes and meeting with clients as a technical consultant. I am also a confident speaker and often deliver technical or process oriented presentations regularly.

Jellyfish use the Agile methodology and more specifically, the Scrum framework. I'm a Certified Scrum Master and this involves facilitating and arbitrating between the business and the development team in order to deliver. I have also been involved with managing a product backlog and I frequently write and edit user stories with and on behalf of the business.

I've been heavily involved in re-designing the development environment, introducing separate development, test and UAT servers as well as live. I introduced and setup SVN source code control and have standardised on the development environment, ensuring everyone is using Zend IDE, with Zend Platform. I conduct regular team code reviews and I introduced peer reviews and perform risk assessment on various new proposals when required and am able to provide detailed technical explanations of our work to the Technical Director and Development Manager, as well as being able to provide less technical descriptions and diagrams to the Account Management teams to ensure they understand what we're doing and any impact it may have on them.

Jellyfish's client list boasts some big names, including Skype, the BBC and Dennis Publishing.

Technical Consultant, Money Gaming Corporation 2006 - 2007

I was brought onto the team at TMGC to lead a small development department. They had limited resources and hadn't really begun to set up their infrastructure. They ran online skill gaming sites (ie: making bets to win at games such as pacman, asteroids or pool). While there I built and commissioned an internal development server, a code repository which was then used to version code, image and media assets and all company documents. I also made some fundamental changes to the way they developed, introducing project planning and the concept of PHP frameworks for Rapid Application Development. I mentored younger team members and spent some time screening and recruiting new developers as well as coaching and training. I presented business cases for anything I thought necessary for the company to introduce technically and was involved with on- and off-site client meetings as a technical liaison.

Web Developer, Monitor Media Ltd, Dorking, Surrey. 2004 - 2006

(<http://www.monitormedia.co.uk>)

MonitorMedia has an exciting client list including CocaCola UK, Pizza Hut, British Airports Association and National Insurance Group. While at MonitorMedia I designed and built W3C AAA compliant XHTML strict websites using OO PHP5 and MySQL. Projects were planned using Technical Specs, Functional Specs, UML and Use Case diagrams. I introduced a basic level of coding standards, as well as introducing the team to PHP and Javascript Frameworks.

Web Developer, Solarnet Media Ltd, Whyteleafe, Surrey. 2002 - 2003

Assistant Webmaster, London Underground, London. 2001 - 2002

Technical Lead, Malltraders, Slough. 1999 - 2001

Education

'A' levels in English, Theatre Studies and Sociology
Zend Framework foundation training

URLs

<http://www.mikepearce.net>
<http://uk.linkedin.com/in/mikepearce>
<http://www.slideshare.net/secret/MMChQ5F3JVDJUUp>
Unit Testing Presentation
<http://www.slideshare.net/secret/4Tp6OdaYukMqCF>
Writing effective user stories

Referrals

"Mike is a very talented developer and a PHP expert. His infectious enthusiasm makes him a pleasure to work with and is a great motivation for the rest of the team. He can always be relied upon to do a thorough job. He would be an asset to any software development organisation." Gareth Holt, Development Manager, Jellyfish Online Marketing Ltd, managed Mike at Jellyfish Online Marketing

"Mike is a fantastic developer and team leader. His sense of humor, focus and dedication makes him a pleasure to work with and creates a fun and productive environment that produces exceptionally good results. His keen interest in emerging technologies and techniques and his commitment to employing the collective experience of the entire organization allows him to strike the right balance between current utility and being ready for change. Mike's own ability to quickly implement high quality applications allows him to lead by example, setting a standard for the rest of the team to follow." - Dmytri Kleiner, Software Developer, Jellyfish Online Marketing, was a consultant or contractor to Mike at Jellyfish Online Marketing

Other referrals available on request.