

Michael Ellan - Enterprise 2.0 Centric Consultant

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Current Project:

I'm currently working on a FLEX based application for AT&T Mobility, formerly Cingular, working within the Vision & Innovation Prototyping department. This application will be THE FIRST Flex application deployed on a Microsoft Surface machine. Surface is a table-top technology that Microsoft has just recently made aware to the public. AT&T being one of their corporate pilots, has led to the development of a customer experience simulator which I have had the opportunity to work on. Aspects of this application include dynamically consumed geo-coded data fed from ESRI, event driven streaming video, surface table-top drop hardware detection, and more. Working on such bleeding-edge technologies is a passion of mine and knowing that this will be Surface's first Flex application is great. Surface, being a Microsoft technology, was intended to run Silverlight and other WPF based applications. While Microsoft is not happy that we are deploying the framework of one of their arch enemies, we are.

Experience:

Enterprise Web 2.0 Consultant – Figit, LLC.

November 2007 – Present

Over the past 6 months I've developed custom, turn-key solutions for some of the nation's largest agencies and most respected establishments including the above mentioned application for AT&T Mobility in addition to:

- **Advanta:** Developed a FLEX based application for a very large credit card provider in the United States. They wanted a new and actionable way to view, assess, and report on their customer spending trends based the customer's zip code. Think Twitter and Microsoft Virtual Earth and mash them. That's a high-level overview of the objectives. Although this will be for internal eyes only, they wanted a cross-platform agnostic way to lay down the application while allowing for turn-key updates and usage analytics so a future deployment on the Adobe AIR platform is in the works.
- **Image Works Studios:** Developed an application allowing their clients to build and customize their own email campaigns. Full template and user authentication and registration support, in addition to a robust archival system.
- **Eisai Pharmaceuticals:** Developed both an un-branded and branded site for one of their newest drugs, a break-through in the medical industry being the only FDA approved topical treatment for skin cancer.
- **Harvard University* Informatics:** Developed and AJAX based solution which allows Harvard hospitals to dramatically streamline the clinical testing and development cycle of drugs after FDA approval.

*This rocked on a personal level because I'm not an "Ivy League" guy by any stretch.

Key Duties:

Functional and Interaction specification development, project scoping and estimating, business logic and presentation layer development, database schema design and development, use case development and testing, behavioral pattern design and prototyping, traffic reporting and analytics integration, streaming media development, beta – soft – alpha – launch facilitation and unit testing.

Languages & Frameworks:

Actionscript, AJAX, CSS, DHTML, DOJO, Google Analytics, Google Maps API, MXML, MooTools, JavaScript, JSON, JSTL, PHP, Prototype JS, Scriptaculous JS, SPRY, SQL, XHTML, XML, XPath, XSLT, Yahoo! Maps API, Zigo Engine

Tools:

Adobe Air, Adobe Dreamweaver, Adobe Flash, Adobe FLEX Framework, Adobe Fireworks, Adobe Illustrator, Adobe Photoshop, EMC Documentum, SEIPY Editor, Subversion, WinCVS

Web Developer II - Contract at Discovery Communications

June 2007 - October 2007

Discovery Channel brings viewers engaging stories and extraordinary experiences that share knowledge, satisfy curiosity and inspire the very joy of discovery. Programming genres include science, natural history, anthropology, survival, geography, and engineering.

Key Duties:

Rich & streaming media application development including network branded (TLC, Military Channel, Food Network, etc.) video players in addition to the 2007 shark-week video mixer. The video mixer allowed users to mash up a video based on clips provided by the network. The application also served as a non-linear video editor by allowing folks to incorporate transitions and effects prior to transcoding their video behind the scenes. Once transcoded on our server, the video was then pushed to Akamai which allowed users to “share” and thus promote shark-week. Collaborating on prototyping, design, development, testing, documentation and maintenance of web application components, strong focus user centric and persona driven development, TeamSite integration, Unit testing

Languages & Frameworks:

Actionscript, AJAX, CSS, DHTML, JavaScript, JSON, JSTL, Prototype JS, Scriptaculous JS, SPRY, MySQL, XHTML, XML, Zigo Engine

Tools:

Adobe Dreamweaver, Adobe Flash, Adobe Fireworks, Adobe Illustrator, Adobe Photoshop, EMC Documentum, Interwoven Teamsite

Senior Portal Developer at Comcast

July 2006 - June 2007

Comcast was founded in 1963 as a single-system cable operation. Today, we're the countries largest provider of cable services — and one of the world's leading communications companies. We're focused on broadband cable, commerce, and content. We deliver digital services, provide faster Internet and clearer broadband phone service, and develop and deliver innovative programming.

Key Duties:

Lead developer on the Comcast Fan, which is a flash based streaming video management application for their residential customers allowing end-users to customize the type of video content being streamed into their Comcast branded media player. The clips being streamed in dynamically allowed for a very rich and engaging experience. I was also a lead developer on the Comcast WorkPlace business portal.

Languages & Frameworks:

Actionscript, AJAX, CSS, DHTML, DOJO, MooTools, JavaScript, JSON, JSTL, PHP, Prototype JS, Scriptaculous JS, SPRY, XHTML, XML, XPath, XSLT

Tools:

Adobe Air, Adobe Dreamweaver, Adobe Flash, Adobe Fireworks, Adobe Illustrator, Adobe Photoshop,

Adobe Premiere, Subversion, WebLogic Workshop, WebLogic Portal Server,

Key Duties:

Residential and business services portal development, User Interaction and Experience design, Implemented an N-Tier development approach on top of BEA Systems J2EE based portal framework, Production timeline and functional specification authoring, Staying abreast of emerging technologies and building use cases around candidates, WEBLogic Workshop front end standards development, Unit testing

Internet Development Manager at WhittmanHart

February 2005 - June 2006

WHITTMANHART is a premier consulting agency providing integrated solutions in digital communications, process improvement, and enabling technologies through its two business divisions: Interactive and Consulting.

Key Duties:

Scoping and estimating of high-level projects, Rich Media Internet application development utilizing Adobe's FLEX framework, Client needs assessments and internal road map development, User advocacy, validation, and product integration, Conducting bi-monthly performance reviews and developing an incentives program for our front end developers, Key decision maker for hiring and budgets for third-party vendors, Documenting User Experience and technical requirements, site assessment, and developing, training guidelines, Rapid spec. prototyping, Production standards development and enforcement, Branch deployment scheduling and monitoring, Rigid pre-production usability and stress testing

Languages & Frameworks:

Actionscript, AJAX, CSS, DHTML, DOJO, Google Analytics, Google Maps API, MXML, MooTools, JavaScript, JSON, JSTL, PHP, On2 - VP6 Video Codecs, AVI Synth, FF-MPEG, Video Streaming and Transcoding, Prototype JS, Scriptaculous JS, SPRY, SQL, XHTML, XML, XPath, XSLT, Yahoo! Maps API, Zigo Engine, AVI Synth Syntax

Tools:

Adobe Dreamweaver, Adobe Flash, Adobe FLEX Framework, Adobe Fireworks, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, EMC Documentum, Subversion, WinCVS

Senior Front End Developer at Insight Interactive Group

February 2004 - January 2006

Insight Interactive Group's deep healthcare marketing knowledge and experience helps clients reach target markets with the right message, through the most effective mix of interactive media, Integrated to maximize effectiveness.

Key Duties:

Managing front end development staff including peer bonus and quarterly reviews, Pipeline monitoring and production capacity forecasting, Liaison between front end staff and account services, product managers, Client deliverable(s) deployment and training, Production standards development and enforcement, Proof of concept development

Languages & Frameworks:

Actionscript, AJAX, CSS, DHTML, Google Maps API, MXML, MooTools, JavaScript, JSON, JSTL, PHP, Prototype JS, Scriptaculous JS, MySQL, XML, XPath, XSLT, Yahoo! Maps API

Tools:

Adobe Air, Adobe Dreamweaver, Adobe Flash, Adobe FLEX Framework, Adobe Fireworks, Adobe Illustrator, Adobe Photoshop, On2 - VP6 Video Codecs, Visual Source Safe

Lead Interactive Developer at Kanter International

May 2003 - January 2004

Kanter International's overlapping consulting, strategy and marketing services foster a comprehensive understanding of your business that allows us to serve you more intelligently in each individual area.

Brand execution, image and style guidelines. Marketing planning. Interior signage, package design, interactive and multimedia development.

Key Duties:

Front-end development leadership and mentoring, Creating visual and information design solutions based on user centered design principles, Internal project trafficking utilizing the creative, editorial, and quality assurance teams, Creating extensible and reusable UI design components, Rapid spec. prototyping, Production standards development and enforcement.

Languages & Frameworks:

Actionscript, AJAX, CSS, DHTML, DOJO, Google Analytics, Google Maps API, JavaScript, PHP, Prototype JS, Scriptaculous JS, MySQL

Tools:

Adobe Air, Adobe Dreamweaver, Adobe Flash, Adobe FLEX Framework, Adobe Fireworks, Adobe Illustrator, Adobe Photoshop, Visual Source Safe

Interactive Developer at FabGorgon

2000 – 2001

Hailed as the regions "white hot" ad agency, fabGORGON provides image, advertising and interactive creative services to help organizations stand out in their markets. fab's key service lines are: image, advertising, and interactive, Their sought-after blend of provocative creative and hi-tech savvy has brought them a wealth of accolades, extensive press coverage and an eclectic and ever-growing client roster.

Key Duties:

Estimating and functionality specification development, Creating visual and information design solutions based on user centered design principles, Creating all images, front-end programming (HTML, CSS, DHTML, Java scripts, Flash), animation, video editing and streaming integration, sound architecture, and CSS, Working with developers and architects to build applications based on technical, end user and business requirements.

Languages & Frameworks:

Actionscript, CSS, DHTML, Google Analytics, Google Maps API, JavaScript, PHP, Prototype JS, MySQL, XHTML

Tools:

Adobe Dreamweaver, Adobe Flash, Adobe Fireworks, Adobe Illustrator, WinCVS

Interavtive Developer at Homes & Land

1999 - 2000 (1 year)

Homes.com is a leading provider of online real estate services, including property listings, brand advertising and marketing solutions for the real estate industry. For over 12 years, Homes.com has helped real estate agents and brokers leverage the Internet to grow their business. Homes.com is one of the nation's largest networks of participating real estate professionals.

Key Duties:

PSD slicing and image optimization, Template designs for the *Agent Advantage* services suite

Languages & Frameworks:

Actionscript, CFML, CSS, DHTML, JavaScript, JSON, XHTML

Tools:

Dreamweaver, Adobe Flash, Adobe Fireworks, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Subversion

Education

Florida State University

Undergraduate Studies, Visual Communication, 1997 - 1998

Keiser

Associates, Graphic Design, 1996 - 1997

Testimonials

"Mike did a superb job for our client. He was a senior level portal developer and our client was very pleased with Mike's work. Not only is Mike very good at what he does, he also has a true passion for what he does. He is always looking for a new technical skill to master. I have tried to recruit him for other positions since he completed the project for our client but he has relocated to an area where we do not have any open positions. Maybe someday he will come back to PA and we will work together again. I sure hope so."

— **Karen Dobosh**

Senior Technical Recruiter at Arcus

"Mike is a rare breed of developer in that he not only brings a great deal of development knowledge to the table, but he also recognizes the value of the end creative product. I've worked with developers who clearly understand the code side, however, when it came to the overall design, it was usually out the window. With Mike, he understands and values both sides. He just gets it and he loves to push the envelope. I would highly recommend him for any gig."

— **Mike Russell**, *Chief Operating Officer, Insight Interactive Group*, managed Michael indirectly at Insight Interactive Group

"Mike is one of the most talented and creative minds I have had the privilege of working with over my 20+ years in the IT industry. Mike is energetic and a fountain of imaginative but realistic ideas that stretch a project/process to beyond its limits. I have seen Mike create the most wonderful and magical website, bring products and concepts to life. Mike makes work exciting and fun with his boyish charm and great sense of humor. He is dedicated to the successful completion of all his work, on time and within scope. I would highly recommend Mike and his work."

— **Primus Poppiti**

Director of IT, WhittmanHart, managed Michael at Insight Interactive Group

"I have worked with Michael on multiple high profile projects. His personal discovery process and ability to communicate effectively allow Michael's ideas to be easily actionable and profitable. His high caliber deliverables are characteristic of what the interactive arena desperately needs. He is

not afraid to explore, validate, and ultimately harness bleeding edge technologies. I look forward to working with Michael in the future."

— **Nicholas Jackson**

Project Manager, 352 Media Group, was with another company when working with Michael at FIGIT

"Simply put: Michael produces results. His communication and problem solving skills are un-matched by any developer that I've had the pleasure of working with. Michael's under promise and over deliver work ethic, excellent communication skills, depth of knowledge, and good-humored nature make for a rewarding project development life-cycle."

— **Robyn Connelly**

was Michael's client

"Michael Ellan was a joy to work with, and a very gifted problem-solver. He picked things up in half the time it would take another well-qualified developer, and could always be counted on to figure out things quickly and efficiently. He is an incredibly talented web developer, and would be a great asset to any group he is part of."

— **Andra Gregory**

Web Project Manager, Discovery Communications, LLC, worked directly with Michael at Discovery Communications

"Mike is very creative and innovative in providing UI solutions. He did excellent job in understanding BEA portal framework resources like skins, skeletons and markups from UI integration point of view and integrated wireframs and design into BEA portal framework. His DHTML and DOM skills across various browsers are very good and demonstrated good command on those areas as well as."

— **Shiv Dhondiyal**

Development Lead, Comcast, managed Michael at Comcast

"Mike has consistently proven himself to be a valued member of our development team. He approaches projects in a holistic manner, regardless of his specific area of contribution. His candid and affable nature adds to the personality of the group and I look forward to being involved in future projects with Mike."

— **Andrew Lisse**

was Michael's client

"Mike took his job seriously, and was always looking for innovative ways to streamline our production process."

— **Bonnie Vasko**

Lead Developer, Whittman Hart, worked indirectly for Michael at WhittmanHart

"Mike was an excellent manager. He contributed a great deal to my professional development. He developed and refined a production process that allowed us to output a large volume of work on tight timelines, while maintaining a high level of quality."

— **Bonnie Vasko**

Junior Developer, Kanter International, reported to Michael at Kanter International

"Mike is a detail-oriented developer without losing sight of the strategic objectives."

— **Ivan Sager**

SNR, Sager Systems, worked with Michael at Comcast