

MATTHEW FABB
contactme@matthewfabb.com
www.matthewfabb.com
Phone: 905-569-8633

PROFILE

With 9 years of internet programming experience for an extensive range of clients using diverse technical solutions. A self-motivated, web professional with a passion for the web industry and a desire to learn emerging technologies. Proven analytical, design, and problem-solving skills, and the ability to apply expertise under pressure. Dedicated to maintaining a client service and end-user focus in all aspects of project development while contributing to a strong team environment.

PROFESSIONAL EXPERIENCE

StickerYou, Senior Flex Developer 08/2009 – present (Full-Time)

- Collaborated with a small team of Flex and .Net developers to design and develop an online graphical manipulation engine to produce personalized, printed stickers
- Quickly gained working knowledge of another developers Flex code to refactor and extend existing functionality
- Adopted the Agile methodology to manage rapidly changing requirements and weekly production deployments
- Independently researched the Flex 4 framework and presented a proposal to management detailing the differences between Flex 3 and 4 and the development efficiencies that could be realized by migrating the code base to the latest technology
- Developed in-depth knowledge of how to quickly skin components within the Flex 4 framework and FXG to meet the demands of a frequently changing interface design
- Designed a solution to effectively manage and deploy a shared Flex code-base across multiple application instances branded for different commercial audiences
- Prototyped Flex Hero mobile examples to test on iOS and Android for a mobile application
- Started development on an MonoTouch-based iPhone application
- Researched and started development Playbook application as a side project using Flex Hero mobile

DesignAxiom, Senior Flash Developer 12/2008 – 07/2009 (Full-Time)

Company Focus: LeapFrog Inc., Ganz Webkinz

- Quickly adapted to utilize proprietary framework for ActionScript development with minimal support
- Worked with a team of thirty Flash and Java developers to implement a children's gaming website and corresponding parental reporting system
- Led three junior developers to build the Flash GUI for the parent's application within tight deadlines
- Coordinated integration of the Flash GUI with Java server applications and a proprietary CMS
- Collaborated with Ganz' Quality Assurance staff to prepare parental reporting system for production
- Introduced Flex technology to the agency to meet client objectives and reduce development timelines
- Independently researched latest developments with Flash and Flex and directed colleagues to relevant online resources

Wrox Press / Wiley Publishing, Technical Editor 06/2008 – 02/2009 (Contract)

- Responsible for editing just under 400 pages of "Professional Adobe Flex 3", published May 2009
- Validated all source code, diagrams and text for technical accuracy
- Suggested numerous revisions to improve author's explanation of complex topics for readers who are new to the technology

Questrade Inc., Senior Flash/Flex Developer 05/2007 – 10/2008 (Full-Time)

Company Focus: Direct access online trading of stocks, options, forex for retail customers

- Researched and evaluated all ActionScript frameworks, selected PureMVC for an enterprise-scale Flex application
- Applied in-depth knowledge of the Flash player event-model to gain performance improvements with real-time data
- Created prototypes in Flash Player 10, using new features (Typed Arrays, Pixel Bender) to further improve performance
- Developed a binary socket connection between the Flex client and the C++ backend server to stream real-time data
- Programmed an Adobe AIR application to support complex brokerage back office functions
- Performed Unit and Functional testing to validate application integrity against documented requirements
- Collaborated to create Questrade's ActionScript coding standards documentation
- Created and delivered training on ActionScript 3 and Flash CS3 to other front-end programmers
- Independently developed a small PaperVision3D project
- Responsible for all programmatic Flash content on the corporate website

Epiculture Inc., Technical Director: 12/2002 – 12/2003 (Contract), 05/2004 – 05/2007 (Full-Time)

Company Focus: Interactive agency, clients included AOL, Wal-Mart, Canadian Tire, DaimlerChrysler, World Wildlife Foundation, Toyota Canada, Waddington's, Ontario Lung Association, Skittles Canada, Anaca Technologies

- Responsible for leading the technical design and implementation of all client projects developed by Epiculture Inc.
- Communicated conceptual ideas, design rationale and strategic approach both vocally and visually
- Analyzed client's business objectives, target audiences, project goals, functional requirements to determine scope, timelines and dependencies
- Designed and documented technical solution to meet requirements, comply with client's existing web technology architecture, and maximize flexibility and scalability for future extensibility
- Translated interface designs into cross-browser, cross-platform compatible websites
- Programmed complex Flash applications (AS 1.0, 2.0) integrating with video, audio, XML, JavaScript, PHP, ASP, MySQL
- Built a custom Content Management System (CMS) with HTML, CSS, JavaScript, PHP and MySQL to authenticate administrators, manage workflow and publish site revisions
- Re-engineered and debugged applications inherited from external development teams

Pivotalinks Interactive, Web Programmer: 05/2003 to 12/2005 (Freelance)

Company Focus: Interactive agency, clients included Drake International Inc., Securus Laboratories Inc., Clarity Digital Investigations Inc., Canadian Bacterial Disease Network, TeckCominco Inc.

- Participated in meetings with clients to identify business objectives, target audiences, project goals, desired functionality, scope, deadlines and dependencies
- Brainstormed with the project manager, graphic designer and developers to define the information architecture, interaction design, functional requirements and technical approach
- Programmed client websites in HTML, CSS, JavaScript, ActionScript, XML and PHP
- Mentored other freelance developers to encourage a consistent approach to development and the adoption of best-practice methodologies

GJP Advertising Inc., Web Programmer: 11/2003 to 03/2004 (Contract)

Company Focus: Interactive agency, clients included GJP Advertising Corporate website, Provident Bank, Covad Communications, American Home Signature

- Joined technical team during the implementation phase of multiple concurrent projects.
- Responsible for optimizing and debugging existing code, re-engineering technical solution, designing, developing and testing new functionality within stringent project timelines.
- Collaborated with Provident Bank's internal development team to successfully integrate online banking technology into a redesigned presentation layer GUI.
- Contributed to a positive team dynamic.

Sonic Unyon Records, Web Programmer: 12/2001 to 08/2002 (Freelance)

Company Focus: Record label and distributor

- Led a team of five programmers to design and implement a 28 screen CD-ROM (Macromedia Director). Features included a searchable 13,000 product database, 360 degree panorama and an interactive timeline.
- Collaborated to create four Flash games to drive traffic to the Sonic Unyon website

TECHNICAL EXPERTISE

Primary Software: Adobe Flash Builder, Flash IDE

Technologies and Languages: ActionScript 3.0, Flex 3 & 4 framework, FXG, Adobe AIR - both desktop & mobile (iOS, Android, PlayBook)

Secondary

Software: Adobe: Catalyst, Dreamweaver, Director, Fireworks, Photoshop, Illustrator. Microsoft: Office, Project, Visio, Visual Studio, Subversion, TortoiseSVN, Subclipse

Technologies and Languages: ActionScript 1.0, 2.0; Cairngorm, ASP.net & C#; PHP & MySQL; MonoTouch; SQL; HTML/XHTML & CSS; JavaScript/AJAX; Lingo; PlayBook SDK; Silverlight; PureMVC framework

SKILLS DEVELOPMENT & INDUSTRY PARTICIPATION

Rim's & Adobe's Meet The PlayBook event

Presenter at MDOT (Mobile Developers & Designers of Toronto) meetings - December 2010

Attendee of MDOT (Mobile Developers & Designers of Toronto) meetings - 2010

Attendee of TorontoFlex meetings – 2007-present

Attendee of FlashinTO meetings – 2002-present

FITC Toronto - 2010

FITC Toronto - 2009

Presenter at FlashinTO meetings – May 2008, November 2008, February 2010, June 2010, November 2010

FITC Toronto - 2008

Rich Media Institute – Papervision3D 2 day course - 2007

FITC Toronto - 2007

FITC Workshop – Joshua Davis - Building Art Making Machines - 2007

FITC Hollywood - 2006

FlashInTheCan Conference – 2004

FlashInTheCan Conference – 2003

EDUCATION

Sheridan College

Certificate with High Honours, Interactive Multimedia Post-Graduate Program - 2002

Major Areas of Study: Web Programming, CD-ROM Programming, Relational Database Design, Graphic Design, Project Management

Sheridan College

Diploma, Systems Analyst – Computer Programming - 2000

Major Areas of Study: Visual Basic, C++, Java, Relational Database Design

AWARDS & INDUSTRY RECOGNITION

Project: Interactive Nature Audit, World Wildlife Foundation

Merit Award - One Show Awards - June, 2004

Flash Forward NY Finalist in both the Non-profit and People's Choice categories – June 2004

Internet Tiny Awards – Featured Site – February 2004

Macromedia – Site of the Day – September 29, 2003

Yahoo.com – Featured Site – August 5, 2003

Favourite Website Awards' "One Award" – July 2003