

MATTHEW FABB

contactme@matthewfabb.com

www.matthewfabb.com

Phone: 905-569-8633

PROFILE

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. Expertise includes:

- Flash development and the Flex framework
- Analyzing and translating client needs into technical solutions
- Strategic implementation planning and resource management
- Multi-tier dynamic application architecture
- Programming and integrating all presentation layer technologies
- Object Oriented Programming (OOP) and design patterns
- Creation of programmatic animation and motion graphics
- Establishing and enforcing coding and documentation standards
- Developing and monitoring concurrent project timelines
- Understanding of audio and video for integration into media projects
- Creation and optimization of vector and raster graphics
- Unit and Functional testing, version control and release management

PROFESSIONAL EXPERIENCE

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

- Responsible for reviewing manuscript and diagrams from "Professional Adobe Flex 3" for technical accuracy

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
- Programmed an Adobe AIR application to integrate with company's SharePoint intranet

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.
- Participated in brainstorming sessions to explore creative concepts and technical possibilities for executing client vision
- 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
- Validated technical solution throughout project lifecycle to ensure usability, accessibility, security and performance
- Translated interface designs into cross-browser, cross-platform compatible Rich Internet Applications (RIA)

Epiculture Inc., Technical Director - Continued

- 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
- Managed concurrent projects to ensure client deliverables were on time

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
- Estimated task-execution time, managed multiple concurrent projects and met all deadlines
- Communicated status to project manager and tracked time spent on all project tasks
- 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.
- Contributed to the development of a Work Breakdown Structure (WBS) for each project and estimated the time involved in completing assigned tasks.
- 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, searchable listing of 920 record labels, 72 album discography, 360 degree panorama and an interactive timeline.
- Collaborated to create four Flash games to drive traffic to the Sonic Unyon website

Loblaws Companies, Programmer Analyst: 01/1999 to 12/1999 (Co-op)

Company Focus: Retailer

- Programmed user interface (HTML, CSS, JavaScript) of a kiosk used by shoppers to redeem PC points in supermarkets
- Assisted with the development and maintenance of the Human Resources Dept., Technology Development Dept. and Help Desk intranet sites to improve internal productivity and customer service

TECHNICAL EXPERTISE

Primary

Software: Adobe Flex Builder, Flash

Technologies and Languages: ActionScript 3.0, Flex framework, Adobe AIR, PureMVC framework

Secondary

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

Technologies and Languages: ActionScript 1.0, 2.0; ASP.net & C#; PHP & MySQL; SQL; XML; XSL; XSLT; HTML/XHTML & CSS; JavaScript/DHTML/AJAX; Lingo; Silverlight

SKILLS DEVELOPMENT & INDUSTRY PARTICIPATION

- Frequent attendee of TorontoFlex meetings – 2007-present
- Frequent attendee of FlashinTO meetings – 2002-present
- Presenter at FlashinTO meeting – May 2008
- 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