

Jeff Walstrom

(949) 466-3059 • jeff@walstrom.net • www.walstrom.net • linkedin.com/in/jeffwalstrom

SOFTWARE ARCHITECT

• Mobile Applications • Software Design & Development • Product Creation

Accomplished software architect with over 10 years of experience and a proven track record of building teams and developing software from conception to commercial release. Builder of multiple software products used and enjoyed by millions of people on a daily basis. Understands both technical and business sides of the software development process. Solves complex problems in simple and comprehensible ways. Recognizes that marketing and sales are just as important to software success as the technology behind the software.

AREAS OF EXPERTISE

- iOS mobile app development: Business applications, utilities, games, and internal enterprise applications.
- Android mobile app development: Business applications and games.
- API development and design.
- Microsoft .NET Framework: Web and windows-based software for large-scale enterprise applications.
- Full software development life cycle (SDLC) and project management: Ability to lead and direct a team of developers in-house or at remote locations to meet challenging deadlines.
- Training and mentoring internal and external development teams.
- Building and shipping software: Understand the software process from design and development to sales and getting the software into customers' hands.

SELECTED ACHIEVEMENTS

- Created over 50 iOS and Android applications including number one-ranking apps for both iOS and Android platforms. Developed fifteen mobile applications have been featured by Apple and Android in their marketplaces.
- Attained over ten percent of the top fifty applications in the education space in the Apple App Store.
- Created the first iPhone and Android TED applications that have been installed on 1+ million devices.

TECHNICAL SKILLS

Programming Languages: C#, Swift, Objective-C, Node.js, JavaScript, Java, Visual Basic

Mobile Frameworks: iOS UIKit, Android, Cocos2d, PhoneGap, Cordova

Web Frameworks: ASP.NET MVC, Node.js, Express, Hapi.js, Angular, Knockout

Databases: SQL Server, PostgreSQL, Redis, DynamoDB, MongoDB, Cassandra

Cloud Computing: Amazon Web Services (AWS), Microsoft Azure, Rackspace, Digital Ocean

Cloud Services: AWS Lambda, API Gateway, Elastic Beanstalk, S3, SQS, RDS, Azure Websites

Operating Systems: Windows Server, Linux (prefer Debian-based distributions)

Internet of Things IOT: Arduino, Raspberry PI, Bluetooth LE

GitHub - <https://github.com/jwalstrom>

PROFESSIONAL EXPERIENCE

Beachfront Labs, San Clemente, CA

2014 – Present

Principal Software Architect, Founder

Beachfront Labs focuses on building and iterating new internet and mobile software as a service (SaaS) for clients ranging from small businesses to the Fortune 500.

- Designed and launched two SaaS service-based products to market within six months that were featured in top online software community ProductHunt.
- Designed software with integration at its core and a developer-friendly Rest API that uses industry standard data formats and technologies (json, webhooks, zapier integration, SMS, PDF).

SOFTWARE PRODUCTS:

PushForms: One Mobile Data Collection Tool, Infinite Applications

Native iPhone and iPad mobile forms that work offline and online. Data can be sent to your servers or integrated with over 300 applications. No user accounts or programming are required as the app needs only to be installed and a link received.

www.getpushforms.com

MobileCounsel: Smart Text Messaging for Attorneys

Allows instant communication between attorneys and clients without revealing your personal contact information. All messages are instantly transcribed and available for billing and case files.

www.mobilecounsel.com

Salesforce, Irvine, CA

2015 – 2016

Senior Technical Architect

Salesforce Marketing Cloud is a leading global provider of cross-channel digital marketing solutions that empower organizations of all sizes to communicate with their customers through email, mobile, social media, Web and marketing automation.

Technology Architects are experienced technical subject matter experts in the Salesforce Marketing Cloud applications and tools.

- Specialize in mobile integrations for both the iOS and Android Platforms. Integrations consist of custom software development and use of internal SDKs for Push and Beacons.
- Provide technical consultation solutions based on customer's business requirements.
- Develop custom software for data management, scripting languages, API, and the app platform.
- Finalist for 2015 Innovation Award. Created a custom application that allowed Salesforce Marketing Cloud to integrate with over 500+ applications using Zapier and custom Webhooks.

Merge Mobile, San Clemente, CA

2011 – 2014

Director of Technology

Leading independent mobile application publisher. The company designs and develops innovative apps for Apple iOS and Google Android mobile platforms.

- Created over 45 children's education applications for both phones and tablets. Applications have been ranked first overall in their respective markets and featured over fifteen times by Apple App Store and Google Play Store.
- Worked with Larry the Cable Guy and Jo Frost on cross-licensed mobile applications.
- Created internal cross-sell advertising tools to market app catalog. Technologies included push notifications, interstitial advertising, and advanced machine learning algorithms.

CoreLogic, Irvine, CA

2009 – 2011

Principal Software Architect

Leading global property information, analytics, and data-enabled services provider.

Lead Architect in Labs (Research and Development). Managed technical group in charge of exploring new products and technologies. Reported to C-Level executives and performed technology due diligence for company acquisitions.

- Launched mobile development group and created CoreLogic's first applications for iPhone and iPad.
- Designed and developed next generation GIS mapping solutions for dataset display and reporting.

CastMetrix, Irvine, CA

2007 – 2009

Software Architect, Founder

Software company that provides SaaS to new media companies (radio stations, podcasters, content creators).

The CastMetrix platform stitches real-time audio ads into digital audio and video content at the time of download, thus enabling the monetization of old and new content with current advertising partners. This platform served the top 20 worldwide radio shows such as "Hamish and Andy". The solution scaled to over 20–30 million audio and video downloads per month at peak.

VenueM, a mobile-targeted CMS that used the CastMetrix platform to create native iPhone and Android applications.

- Lead architect of both mobile and media platform products.
- Used VenueM to build the original TED application for both Android and iPhone, which has been installed on over 1.5 million devices.
- Built CDN Platform able to scale to over 30 million downloads per month.

Project Canopy, Orange, CA

2005 – 2007

Software Architect

Software development company specialized in Microsoft technologies. Company creates custom business applications from conception to delivery. Customers include Jack Henry & Associates, Symitar, Lotus, and the Motion Picture Association of America.

- Chosen as R&D Architect for leading banking software company, Jack Henry & Associates.
- Designed a scalable architecture that allowed core products to use WCF as a transport for integration between older, legacy Green Screen frontend clients and newer, WPF-based frontend clients allowing time before rebuilding proprietary database system.

- Completed custom business applications on time and on budget for many industries, including automotive, banking, film, and television.

VisionCore Consulting, Irvine, CA

2005

Software Architect

A leading developer of custom software with advanced technologies for the mortgage and financial industries. Customers include Lending Tree, Home Loan Center, Impac Lending, and New Century Mortgage.

- Lead architect and engineer of VisionCore Underwriter, an automated underwriting system in the mortgage industry.
- Constructed a complete framework and design process for the company's flagship product.
- Ensured integration with industry standard web services. Services included Fannie Mae DU Integration, Credit Integration, and C&S Marketing (Core Logic) AVM integration.
- Designed and implemented a set of coding standards for all team members to follow for production development that allowed all team members to perform code reviews and get developers on boarded quickly.
- Created production applications within a rigorous schedule and met all milestone deadlines.

Island Data Corporation, Carlsbad, CA

2003 – 2005

Principal Software Architect

Real-time analytics software company whose product, Insight RT, captures customer feedback, analyzes it to obtain valuable customer insights in real-time, and provides the capability to take immediate action. Customers include Yahoo, Real Networks, Adobe, and Canon.

- Lead architect and engineer of Insight RT 3.0.
- Constructed a complete rewrite of the company's flagship product. Rewrote application from its previous java, open-source code base to a pure Microsoft code base using the latest .NET technologies.
- Defined and implemented a nightly build process using NAnt that ran against automated tests written with NUnit allowing QA resources to focus on more complex tasks.
- Created production applications within a rigorous schedule and met all milestone deadlines.

PDSA (Paul D. Sheriff & Associates), Tustin, CA

2000 – 2003

Senior Software Engineer

Software development company specializing in .NET and other Microsoft technologies. Microsoft Managed Partner and owned by a Microsoft Regional Director.

- Developed and built distributed application frameworks and complex software solutions for clients in VB, VB.NET, ASP, ASP.NET, SQL, XML, and other technologies.
- Managed projects over full SDLC, from initial specification to finished product.
- Wrote SQL Server stored procedures and triggers and performed database normalization.
- Authored several white papers on VB.NET, ADO.NET, ASP.NET, and other leading technologies. Produced various types of technical documentation (flow diagrams to final system documentation).

EDUCATION AND CREDENTIALS

Bachelor of Science in Computer Information Systems, Chapman University