CHE WILCOX

2405 Goldfinch Dr
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Experienced Senior Software Engineer & Systems Architect

Summary

Highly effective senior software developer and manager with over 15 years of "roll up your sleeves" experience developing web, mobile, desktop, client and server software solutions. Expert in designing and implementing scalable server architectures, creating highly available APIs, automating processes and creating tools for monitoring and managing all aspects of a business. Passion for finding new and innovative solutions to create unique and intuitive user experiences while solving a broad range of technical challenges. Extensive LAMP stack background, multiple successful .NET implementations. Can work across all business and technical resources within an organization to better understand and meet business and customer needs.

Comfortable in any company growth stage from startup pre-product to maturing state. I have spent the last 7+ years growing a sub $10M organization to a present day $500M+ business that relies heavily on the software technologies that I have been an integral part of architecting, developing and integrating to create a robust technology framework.

Technical Proficiencies & Score Card

Level of Expertise

Front End Web Development	(HTML5, CSS, jQuery, Bootstrap)	★★★★⯪
Open Source Back End Web Development	(Linux, Apache, MySQL, PHP)	★★★★★
Microsoft Back End Web Development	(.NET Core, C#, IIS)	★★★★
Desktop Application Development	(C#, Windows Services)	★★★★⯪
SQL & Database Administration	(MySQL, MSSQL, SSMS, RDS)	★★★★⯪
Server Configuration & Performance Tuning	(Linux, Windows, RSYNC, AWS; Load Balancing, Memcached, S3)	★★★★★
Dev Ops, Code Management & Deployment	(GIT, SVN, Bitbucket, BuildMaster)	★★★★★
Frameworks & Platforms	(Word Press, Expression Engine, CodeIgniter, Shopify)	★★★★⯪
Video Capture, Processing, Streaming	(FFMPEG, Wowza, S3)	★★★★
IDEs and Dev Tools	(NetBeans, Visual Studio, MS Office Suite, Photoshop)	★★★★★

Professional Experience

iFLY / SkyVenture: Indoor Skydiving Entertainment Facilities | Austin, TX   2012 – June 2019
Lead Software Developer and Application Architect
- Developed software solutions that allowed iFLY to scale globally from 5 locations to over 75 on all continents in 7 languages.
- Led the development of the PHP REST API used by the website and internal applications to communicate with the database and integrate with the Siriusware point of sale system.
- Optimized speed and stability of iflyworld.com using AWS load-balanced servers, memcache and other techniques. Wrote custom RSYNC scripts for on demand or automated content distribution, created custom dashboards for monitoring server health and status.
- Automated and optimized internal workflows and production build processes with full documentation.
- Designed and developed the video capture, processing and delivery system that allows guests to purchase their photos and videos from a local media kiosk or online. Created the media control interface that tunnel operators use to start, stop, input chapter breaks, helmet numbers and monitor the recording process.
- Created the kiosk software used in all iFLY locations that allows guests to register and digitally sign waivers.
- Continuous support, maintenance, management, feature enhancements and new location deployment of all proprietary iFLY software from customer facing apps to internal applications for GMs, CSRs, instructors and staff.

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Sunburst / Ignite! Learning: Educational Multimedia Company with Comprehensive Assessment Tools | Austin, TX   2010 – 2012
Chief Technology Officer
- Created software and web applications to deliver media and other content through an online portal. Primarily used a LAMP stack with some work in Adobe Flash and USB drive firmware.
- Developed administration tools to manage the process of aligning media to state education standards such as Common Core or TEKS.
- Helped ensure a smooth transition and a successful technology integration process during company acquisitions and the EDUSPARK alliance.
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SCBN / Medigap360: Prescription Assistance and Medicare Supplement Insurance | Austin, TX   2006 – 2010

Chief Technology Officer
- Led a 3-person development team to build the company's core technologies.
- Involved in all aspects of customer facing web sites and web applications. Created full-featured back-end management tools for medigap360.com, scbn.org and freemedicinerevolution.com including lead conversion, medication management, document management and detailed reporting.
- Developed an internal insurance rate quote engine driven by data aggregated from multiple sources. Created policy management tools, automated barcode scanning software, call recording management software, a custom email template engine, and processes for populating, merging and printing PDF forms.
- Created the internal subscription-based billing system and custom CRM.

Wincor-Nixdorf: Retail Banking Hardware, Software, and Services | Austin, TX   2005 –2006
Software Engineer
- Developed web applications to manage internal processes such as Issue Tracking and Quality Assurance into a searchable knowledgebase.
- Integrated credit card processing functions into iBistro (the Wincor-Nixdorf QSR POS solution used by several Taco Bell franchises), helped connect other POS systems to ISCAN (the Wincor-Nixdorf automated self-checkout out system for retail stores)

Intelliflix: Online DVD Rental Service | West Palm Beach, FL   2004 –2005
Lead Software Developer
- Developed software and processes that connected independently owned video stores across the country to a central subscription based dvd-by-mail website, allowing them to compete directly with Netflix and Blockbuster.
- Migrated and rebranded DVDBarn.com to Intelliflix.com. Added features such as a dynamic drag-and-drop movie queue and the white-label, template-driven, customizable websites used by video store owners.
- Created client-side inventory control software that integrated directly into 6 unique video store POS systems, alerting employees when new online orders arrived.

BCL Technologies: Document Analysis, Conversion and Data Mining R&D Group | Santa Clara, CA   2001 – 2004
Researcher, Software Developer
- Recruited for an ATP sponsored NLP and voice recognition project to perform research and development as a computational linguist. Developed applications such as the Spoken Language User Interface toolkit and contributed to several patents and publications.
- Wrote and edited grant proposals, designed project specs and gave presentations to help secure phase II funding for the Army Knowledge Management Center project.
- Led several development projects, including document management software and web services such as pdfonline.com.

Education

Texas A&M University – 2001
Bachelor of Arts in English, Minor in Linguistics & Computer Science