

coreyehmke

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PROFESSIONAL PROFILE

An Accomplished Technologist

Over fourteen years of online experience and a vendor-neutral skill set spanning multiple technology platforms.

Strong web application architecture, information security, and enterprise-class software development skills.

Proven ability to meet and exceed business objectives with high-quality technology solutions.

Exceptional performance in on-time, on-budget delivery of mission-critical software.

A Respected Leader

Hands-on experience working with clients, stakeholders and industry partners in driving technology strategies.

Demonstrated success in implementing Agile development and project management methodologies.

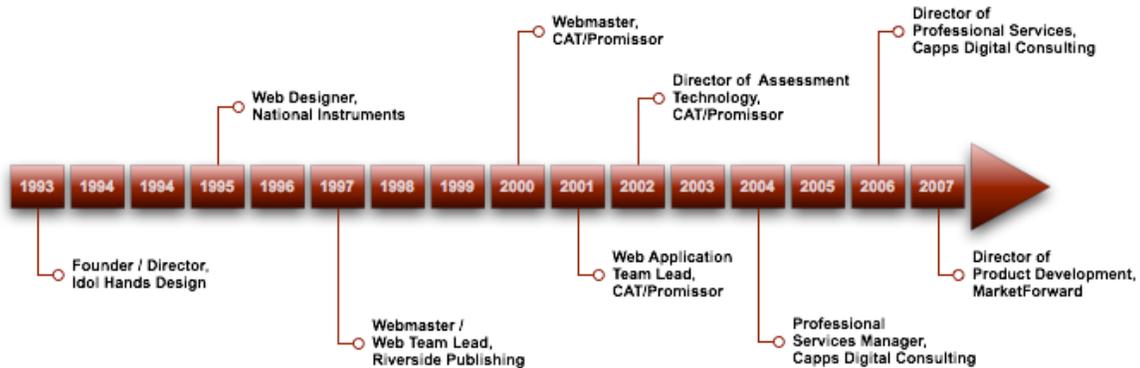
Highly successful in building strong development teams and maintaining focus and morale in high-pressure environments.

Excellent written, oral, and presentation skills.

SUMMARY OF SKILLS

- Passionate professional with a balance of technology and business skills.
- 10 years of experience managing the complete software development lifecycle of internal and external enterprise web applications.
- Solid software architecture skillset that includes UML, technical design and documentation, business process analysis and modeling, n-tier architecture, and product development.
- Practical experience with leading-edge Web 2.0 technologies including AJAX, CSS, Object-Oriented JavaScript, XML, Service-Oriented Architectures (SOA), SOAP, and REST.
- Conversant in multiple technologies and web application platforms, including Java (J2EE), WebObjects, PHP, Linux/Apache/MySQL/Perl (LAMP), and .Net. Fluent in Java, Perl, JavaScript, HTML, and CSS.
- Expert knowledge of design and development tools including XCode, MySQL, Eclipse, BBEdit, Photoshop, OmniGraffle, and Subversion.
- Ability to design and produce highly interactive, modern interfaces contributing to a positive and intuitive user experience.
- Deep understanding of design patterns for object-oriented development, enterprise architecture, and user experience.

CAREER TIMELINE



PROFESSIONAL EXPERIENCE

Director of Product Development (May 2007 to Present)
MarketForward, a Publicis Groupe Company, Chicago, IL

- Achievements**
- Successfully orchestrated technology and staffing aspects of the merger of the Capps Digital Consulting Group with MarketForward.
 - Implemented standardized project ownership, documentation, and management procedures to bridge the organization's historic divide between the Client Services and Product Development departments.
 - Designed SWAN, an enterprise project management and publishing workflow automation system, for Thomson Custom Solutions. Among the efficiencies brought about by the new system is an estimated 18% reduction in printing costs alone.
 - Led team in development of BrandApproval, an online review and approval workflow system incorporating digital proofing technology from Kodak. Performed ongoing project management, user interface design, technical architecture, and client-side application development.

- Responsibilities**
- Overseeing team of .Net, Java, and Flash developers responsible for development of all technology solutions spanning digital asset management, digital signage, print and multimedia publishing, advertising and marketing workflow automation, and digital review and approval products.
 - Defining technical architecture and product development strategy for integrated product suite.

Director of Professional Services (June 2006-May 2007)

Professional Services Manager (July 2004 to May 2006)

Digital Consulting Group, Capps Digital, a Publicis Groupe Company, Chicago, IL

- Achievements**
- Worked directly with clients and stakeholders to create and maintain web-based dynamic publishing, workflow, and advertising/marketing automation applications. Managed technical partnerships with Apple, Adobe, and Quark in exploring and implementing best-of-breed technology components for client solutions.
 - Designed the Unified Solution Architecture, a common technology framework for the company's custom client solutions. Within a year this platform had saved the company over \$100,000 in capital expenditures and untold hours in reduced effort associated with application development.
 - Led the design and development of SMART, a web application for Starbucks and its advertising agency, Wieden+Kennedy, that automates 70% of the customization, approval, production, and distribution of local advertising and marketing materials for all Starbucks locations across North America.
 - Responsible for the creation of Local Ad Builder for Morgan Stanley. This application enables the nationwide network of Morgan Stanley Financial Advisors to customize approved advertising materials for their local markets.
 - Worked with Thomson Custom Solutions to architect and develop TextChoice, a custom publishing web application that allows professors to search through and select from over 20,000 chapters and nearly a million pages of content to construct customized textbooks for college-level courses.
 - In conjunction with stakeholders at Leo Burnett and the U.S. Army, oversaw the operation and evolution of MOPS, an online resource for managing the Army's local advertising and marketing efforts.
 - Developed "Needs-Driven Design", a process for discovery, analysis, and design activities, based on the Quality Function Deployment (QFD) methodology. Adopting this approach allowed us to more accurately capture user needs and expectations, and systematically design solutions to meet and exceed customer requirements. The process also involved closer collaboration with our clients, resulting in stronger relationships and an improved ability to sell projects and services to our existing client base.
 - Instituted a policy whereby each week a member of the development team was responsible for coordinating team's work, communicating issues, and serving as a single point of contact for management and support. The end result was higher morale, better quality of work, a healthier relationship between the developers and management, and greater client satisfaction.
- Responsibilities**
- Performing client relationship management, business analysis, technical pre-sales, project management, technical architecture, user experience design, and hands-on software development.
 - Implementing software development and project management best practices while managing a team of developers and analysts responsible for nearly \$2 million dollars in annual consulting and development services.

Director, Assessment Technology (October 2001 to December 2003)
Promissor, Inc., a Houghton Mifflin Company, Evanston, IL

- Achievements**
- Created strategic software development plans for rearchitecting the company's test registration, delivery, and reporting systems to increase system performance and to facilitate the retirement of legacy systems.
 - Led team in developing a web-based test center administration application to reduce check-in time and increase capacity by a factor of four.
 - Participated in the Competitive Positioning Team, contributing to product development, market analysis, business development, and process reengineering strategies for the company.
 - Envisioned, architected and documented a technical solution for the United Kingdom's professional certification authority, resulting in Promissor's largest multi-million-dollar contract to that date.
 - Played a vital role in securing Promissor's first partnerships with other Houghton Mifflin divisions.
 - Founded and led Architecture Team to improve the extensibility, performance, capacity, and stability of software systems.
 - Established Rapid Response Team to efficiently manage and resolve critical issues in production environment.
 - Created and led Usability Task Force to bring human-computer interaction best practices to the company's software development process.
 - Implemented a hybrid software development methodology to maintain high quality while reducing cost, risk, and development timelines.
 - Introduced Open Source tool for tracking development effort and reporting on development activities across entire technology department, resulting in objective measures of productivity, baselines to compare against project plans, and raw data to improve estimation for future projects.
 - Inducted into President's Club in 2002 in recognition of significant business, technology, and strategic contributions to the company's success.
- Responsibilities**
- Managing software development team of 35 professionals including web and application developers, DBAs, software analysts, and project managers.
 - Overseeing development initiatives for four product families comprising a high-availability, global computer-based testing platform used to deliver certification exams in the IT, Medical, Insurance, and Regulatory markets.
 - Managing the software development lifecycle through requirements development, analysis, design, and development phases.

Senior Developer / Web Application Team Lead (March 2001 to October 2001)
Promissor, Inc., a Houghton Mifflin Company, Evanston, IL

- Achievements**
- Revolutionized traditional C++ application development by creating an HTML-based user interface framework, allowing more flexibility over the user experience with lower maintenance overhead and greater extensibility.
 - Led the redesign of CATGlobal, the web application that delivers core user management, test program configuration, registration, and reporting functionality, resulting in a more streamlined user experience, better security, and greater extensibility.
 - Developed the Context Engine, a component allowing Promissor's web application interfaces to be customized to match client and partner sites. This interface customization functionality brought a competitive advantage in the market, far surpassing competitors' co-branding capabilities.
 - Developed web-based business intelligence and reporting system to allow clients to customize reports, schedule their creation, download Excel, PDF, or HTML documents and even subscribe to them by e-mail.
 - Extended existing web applications to support B2B integration with client and partner systems using HTTP, HTTPS, SOAP, and XML.
 - Developed web application monitoring system to continuously simulate end-user activity and report performance issues to development and MIS staff.
 - Created User Interface Style Guide and Coding Standards documents to promote ease of use and best practices across all web applications.
 - Created an internal web application for exploring source files on target web servers, allowing development, QC, and deployment staff to compare files deployed across multiple staging environments. This tool significantly reduced the time required to identify and resolve deployment errors.
- Responsibilities**
- Leading and mentoring a team of web developers ranging from seasoned professionals to recent graduates.
 - Designing, developing, and maintaining existing web applications.
 - Managing all new web application development initiatives.

Webmaster (April 2000 to March 2001)

Promissor, Inc., a Houghton Mifflin Company, Evanston, IL

- Achievements**
- Redesigned corporate web site, transforming what had been a static five-page online brochure into a rich, interactive, community-oriented web site.
 - Implemented interactive user forums allowing industry leaders, clients, potential clients, and Promissor staff to engage in conversations exploring relevant topics in the certification field.
 - Wrote a Perl CGI application to integrate syndicated XML content into the web site, providing an industry news feed to web site visitors.
 - Established the Web Editorial Board, charged with gathering, creating, editing, and planning content for the corporate web site.
 - Developed custom web traffic analysis software, allowing Promissor to better understand the usage patterns of visitors to the web site.

- Responsibilities**
- Designing, developing and maintaining the corporate web site and related back-end components.
 - Gathering, editing, and managing content for use on the web site.
 - Working with business development managers to ensure that the web site helped the company meet its strategic marketing objectives.

Webmaster / Web Application Project Lead (August 1997 to April 2000)

Riverside Publishing, a Houghton Mifflin Company, Itasca, IL

- Achievements**
- Developed a Shockwave-based assessment engine, which formed the core of the company's first online testing product.
 - Created and maintained an intranet-based project management document repository for Software Product Development department.
 - Designed and authored HTML-based CD-ROM products for training customers in the use of Riverside's assessment instruments.
 - Prototyped online resource centers for parents, students, and education professionals in support of The Iowa Tests of Basic Skills.
 - Led the team that created Ability Explorer Online, an investigative career guidance tool for young adults and adults in transition.
 - Created content management system that allowed help desk staff to update online product support content via a web interface.
 - Twice awarded the Strategic Achievement Award for significant contributions to the company's success.

- Responsibilities**
- Leading a team of web and multimedia developers in the creation and maintenance of all web sites and CD-ROM products.

Web Designer / Web Developer (September 1995 to March 1997)
National Instruments, Austin, TX

- Achievements**
- Transformed the corporate web site into a viable marketing tool and community-building resource, resulting in 30% increase in traffic.
 - Worked with development team to create and launch the company's first e-commerce system in 1996.
 - Created formal design and coding standards to enforce consistent look and feel across all of the company's online assets.
 - Developed web front-ends for Lotus Notes database of over 500 products, automating workflow to publish complete product information to the web site.
 - Revolutionized the company's developer support program offerings through the creation of HTML-based CD-ROMs, increasing the publishing frequency from annual to quarterly and reducing production costs by more than half.
 - Received Dedicated Service Award in honor of five years of service, and Marketing Excellence Award for innovative electronic marketing projects.

- Responsibilities**
- Maintaining the 40,000+ hit-per-day corporate web site, including development of dynamic home pages for multimillion dollar product lines.
 - Creating and evangelizing the company's intranet site.
 - Advising marketing managers on Internet trends and technologies.

Founder / Director (1993 to 2001; January – July 2004; September 2007 to present)
Idol Hands Design, Austin, TX and Chicago, IL

- Significant Projects**
- Designed and created an interactive user interface prototype for a software application that monitors devices used to transport and store donated organs.
 - Produced interactive Shockwave product demonstrations for an educational software product line for the textbook publisher McDougall-Littell.
 - Created web site for St. Joseph's Hospital in St. Joseph, IL. The CGI-powered directory of physicians put detailed doctor information at patients' fingertips, and the "Ask St. Joseph's" feature allowed members of the community to have their health questions answered by specialists at the hospital.
 - Designed and maintained the web site for the *LabVIEW Technical Resource*, an international engineering publication. In December of 1999, launched an e-commerce application that allowed visitors to subscribe to the publication and purchase back issues and other materials.

- Responsibilities**
- Designing, developing, and maintaining web sites, web applications, and multimedia assets for clients spanning at-home businesses, regional non-profits, and international publishers.

FREE AND OPEN-SOURCE PROJECTS

- **Bantik UML**, a UML stencil for OmniGraffle (the Mac OS alternative to Visio). Posted in September of 2007, with over 350 downloads in the first few weeks of its availability. Available from <http://www.graffletopia.com/stencils/253>
- **Projectory**, a web-based project management application, with nearly 1,400 downloads since its release in 2004. Available from <http://projectory.sourceforge.net>
- **WormSign**, an intrusion detection system developed for use on the Microsoft IIS web server. WormSign was instrumental in profiling Nimda/Code Red attacks for MacAfee in 2001, and was the subject of an article in "2600: The Hacker Quarterly" in the summer of 2003.
- **Yet Another IP Widget (YAIPW)**, a Konfabulator widget for displaying network connection information, with over 16,000 downloads since its 2004 release. Available from <http://www.widgetgallery.com/view.php?widget=36052>

PUBLICATIONS

- "FileProxy: Streaming Data from the File System to a Browser Through a CGI Gateway" (2004)
- "Roll Your Own IIS Intrusion Detection System" published in *2600, The Hacker Quarterly* (2003)
- Interviewed for "Web-enabled CD-ROM Technology" published in *Digitrends Magazine* (1999)
- "The Atomic Model of Information Architecture" published on *Professional Presence Network Webzine* (1998)
- Published *MacNetPro.com*, an online resource for Mac OS-based web developers (1997-1999)

PROFESSIONAL CITIZENSHIP

- Open Source developer registered on SourceForge.net
- Member of SourceForge's Perl Foundry
- Member of the Electronic Frontier Foundation
- Donated time to redesign web site for Frank Lloyd Wright's Unity Temple (www.unitytemple.org)

EDUCATION

- Computer Science and English, Radford University, Radford, Virginia
- Interactive Media, School for New Learning, DePaul University, Chicago, IL

REFERENCES

- Manager, peer, and client references available on request.