

Steve Marshall

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Summary

Software developer and architect with experience designing, building, and shipping large-scale internationalised applications and websites.

Particularly enthused by the web and new technologies, especially how the web extends into our everyday lives, and is a BCS and IITT certified trainer.

Employment history

Technical Architect at Tizaro Supply (<http://tizaro.com>)

March 2014–Present

Improved infrastructure resilience and deployment processes of industrial supply startup. Produced open source image processing tools for cloud deployment.

Director of Design at Expedia Affiliate Network (<http://expediaaffiliate.com/>)

December 2012–March 2014

Responsibility for the design of all APIs, user interfaces, and products across the whole of Expedia Affiliate Network; designing from scratch or supporting and reviewing other teams' design efforts, and providing standards and guidelines they must adhere to.

Introduced “developer experience” design, applying user experience, information architecture, and human factors design techniques to APIs and their surrounding ecosystems. Mentoring interface designers on the design of APIs, introducing RESTful API design across development teams, advising partners on improving conversion with good UI design, and delivering API and user interface designs for all systems.

Also acted as *Chief Developer Evangelist* (since July 2012), responsible for community outreach. Curated and ran frequent events, with speakers and attendees from technology, scientific, and design backgrounds. Events received much acclaim and included speakers such as Dr Jack Cohen and Maria Smith of Studio Weave. Represented Expedia at various events, including Yahoo! Hack Europe 2013. Mentored colleagues in public speaking.

Senior software developer at Expedia Affiliate Network (<http://expediaaffiliate.com/>)

October 2011–December 2012

- o Led introduction of devops practices across development teams, introduced the use of Chef and Vagrant to build consistent environments across development, QA, and production. Developed a suite of continuous deployment infrastructure tools.
- o Mentored other developers in use of *nix environments.
- o Reduced security vulnerabilities on white-label travel application and led front-end development on application redesign.

Senior web developer at Yahoo! (<http://yahoo.com/>)

January 2010–September 2011

- o Designed front-end architecture for, and led development of, new global Yahoo! Maps application.
- o Designed architecture for, and led portions of development of, a project to introduce search-driven content recommendations to Yahoo! News and Movies in the US, resulting in large increases in traffic and market-share for Yahoo! Search.
- o Led development of a mobile front-end for Yahoo! Local.
- o Led handover of Yahoo! Europe Entertainment properties to Indian development team.

Projects involved mentoring other developers, working with internal and external clients to finalise requirements, architecting cross-product tools and modules, setting standards for multi-disciplinary teams, working with local and remote teams, designing development environments and processes, improving existing tools, and advising clients and designers on technical limitations.

Played an active role in running Yahoo! Open Hack London events in 2007 and 2009, including running front-of-house during

the awards ceremony in 2009. Further supported Yahoo! Developer Network's community outreach efforts by representing Yahoo! at numerous developer conferences. Ran various internal training courses for other developers within Yahoo!.

Web developer at Yahoo! (<http://yahoo.com/>)

October 2006–December 2009

Worked on, and later led, front-end development of European entertainment websites, including development and maintenance of Movies, Music, Games, and Videogames.

Led development of complete re-implementation of Yahoo! TV for Europe including a major rework of the TV listings services, resulting in a week-on-week doubling of traffic for the first three months after launch.

Software engineer at Systematic Software Engineering (<http://www.systematic.com/>)

June 2006–October 2006

Designed a military standards management workflow engine for clients including NATO, DISA, and the MoD.

Web developer at Fujitsu Siemens Computers (http://en.wikipedia.org/wiki/Fujitsu_Siemens_Computers)

July 2002–May 2006

Developed and maintained the public web sites (including fujitsu-siemens.com and 30+ international variants) and the award-winning bespoke intranet portal software (one of Nielsen-Norman Group's 'Ten Best Intranets' of 2003), along with other key business systems.

Notable personal projects

mp4-quicktime (<http://github.com/SteveMarshall/mp4-quicktime>)

Built the core of a Python library to allow programmatic access to MPEG 4 container files, a project requiring reverse-engineering of other libraries and MPEG standards, low-level manipulation of large (multi-gigabyte) files, and complex data structures.

Spacelog (<http://spacelog.org/>) and /dev/forts (<http://devfort.com/>)

Worked as front- and back-end developer and data architect on Spacelog, a site for exploring the stories of early space exploration from the original transcripts. Spacelog is a product of /dev/fort 5, an event where a team of designers and developers cut themselves off from the world (in a fort!) to work on new ideas.

Also took part in /dev/forts 2, 4, 7, and 9 which resulted in Be Habitual, a tool to help people form new habits, Mostly Final, a tool for collaborating on designs, and various other projects. Lead development of fort infrastructure automation tools.

Interests

- o *Technology*: Loves technology, and is a frequent attendee—and occasional speaker—at various conferences.
- o *Photography*: Sometime semi-pro photojournalist and music photographer, published on Yahoo! Music and in various independent print magazines.
- o *Rock climbing*: Climber with over 10 years' experience.
- o *Videogames*: Avid gamer with a particular love of RPG and adventure games.

Education and professional training

Institute Certified Training Professional from BCS (<http://bcs.org/>) and IITT (<http://iitt.org.uk>)

May 2008

BSc Computer Science & Engineering with First Class Honours from University of Surrey (<http://surrey.ac.uk/>)

September 2000–June 2004

- o Dissertation: 'On Secure Grid Computing in a Large Enterprise Corporate Environment'
- o Awarded 'Agilent Technologies Prize' for best overall performance