JOEY DEVILLA

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PROFILE

- Currently on sabbatical, but actively blogging and studying iOS development
- Trusted technical evangelist with a strong track record of community building
- Dynamic speaker and presenter, comfortable in front of an audience, a camera or a microphone
- Skilled technical writer with graphic design skills
- Widely-read blogger with over 4.2 million pageviews in 2011
- Seasoned developer who also likes to write essays, articles and documentation
- Rock accordion/keyboard player with stage and studio experience

EXPERIENCE

PLATFORM EVANGELIST AT SHOPIFY, TORONTO/OTTAWA, CANADA — MAY 2011 - MAY 2012

- Promoted Shopify to three major audiences: merchants who were considering using Shopify to host their ecommerce sites, developers who were considering development of apps for Shopify stores and designers who were considering developing store themes.
- Managed the Shopify Fund, a $1 million fund used to encourage developers to build apps of the Shopify platform.
- Editor and writer for Shopify's technology blog (http://shopify.com/technology), whose primary audience was developers and designers building apps and themes on the Shopify platform.
- Rewrote the documentation for the Shopify ecommerce API.
- Represented Shopify on the 2011 BarCamp Tour (http://barcamptour.com), a multi-city tour run by Shopify and four other startups that sponsored and actively participated in nine BarCamp "unconferences" across the United States.
- Promoted the company and its projects through my blogs.

DEVELOPER EVANGELIST AT MICROSOFT, TORONTO, CANADA — OCTOBER 2008 - APRIL 2011

- Rock and roll accordion-powered developer evangelist for Microsoft's web development tools and technologies.
- Editor of the Canadian edition of "MSDN Flash", Microsoft's developer newsletter emailed every two weeks to 48,000 subscribers.
- Microsoft Canada's most prolific blogger, blogging at the developer blog "Canadian Developer Connection" and having written almost 750 entries since October 2008.
- Track lead for the TechDays 2009 cross-Canada conference series; overseeing both developer tracks for TechDays 2010.
- Designated "Windows Phone 7 Champ", whose role is to promote Windows Phone 7 development to breadth developers.
- Promoted the company and its projects through my blogs.

NERD WRANGLER (TECHNICAL PROJECT MANAGER) AT B5MEDIA, TORONTO, CANADA — MARCH 2008 - SEPTEMBER 2008

- Coordinated the activities of the b5 development team in building and maintaining its blog network, a Wordpress-based custom blogging system supporting over 300 blogs.
- Developed the specification for Textpods, a self-serve system that allows small-budget advertisers to purchase text-link advertising on b5's blogs.
- Reviewed, triaged and prioritized of all outstanding projects.
- Developed utilities in Ruby to automate the process of checking the entire set of b5's blogs for the presence of important components such as advertising, web statistics codes and blogrolls.

- Promoted the company and its projects through my blogs.

SENIOR DEVELOPER AT TSOT INC., TORONTO, CANADA — NOVEMBER 2007 - MARCH 2008

- Co-led the development team in the design and implementation of FraternityLive and SororityLive, Ruby on Rails-based Facebook-like web applications for college students in "Greek organizations".
- Spearheaded the efforts to build and improve project documentation and to improve product management.
- Hosted and performed the "opening monologue" for Ruby/Rails Project Night, a monthly "show and tell" gathering where local Ruby/Rails developers made presentations of their Ruby/Rails projects or a Ruby/Rails feature or technique.
- Promoted the company and its projects through my blogs.

TECHNICAL EVANGELIST AT TUCOWS, TORONTO, CANADA — JULY 2003 - NOVEMBER 2007

- Promoted Tucows' APIs and services to developers and the technical press.
- Assisted developers in building custom software that used Tucows APIs and services.
- Initiated projects to create easier-to-use client code libraries for the Tucows API (C# / PHP / Python / Ruby) and wrote and tested Windows ports of the Client Code Suite (PHP 5).
- Wrote documentation and tutorials for several Tucows APIs and services including Blogware user manuals, installation and usage guides for the Client Code Suite, a series of articles covering the OpenSRS API and white papers describing Tucows' services.
- Created, edited and wrote The Farm, a developer-focused blog with articles and podcasts covering the Tucows platform, the domain name industry, web development and technology news. Peak readership: 30,000 pageviews/month.
- Represented Tucows in local and national television interviews, industry conferences and gatherings for ISPs and developers, and my blogs.

CHIEF PROGRAMMER AT HIS OWN BAD SELF, TORONTO, CANADA — JANUARY 2002 - JULY 2003

- Designed and developed custom applications for clients using a number of tools including C# 1.0 / .NET Framework 1.0 / ASP.NET 1.0, NSBasic (development tool for PalmOS), PHP 4/5 and ASP / VBScript.

DIRECTOR OF DEVELOPER RELATIONS AT OPENCOLA, TORONTO, CANADA/SAN FRANCISCO, USA — JANUARY 2000 - JANUARY 2002

- Promoted the OpenCola platform (an application and platform that enabled recommendation-based search and file sharing through a peer-to-peer network) to developers and the technical press.
- Developed applications including:
  - OpenCola client v1.0 front end (Team leader, Visual Basic 6)
  - OpenCola client v2.0 front end (Team member, Visual C++).
  - Colavision: (Team leader, Visual Basic 6) OpenCola's first released application, which scoured GnutellaNet for video and audio files and rebroadcast them using Windows Streaming Server.
- Wrote the technical and user documentation for various OpenCola applications.
- Represented OpenCola at various industry conferences and gatherings including the Intel P2P Conference, Microsoft's 2001 mini-P2P conference in Redmond, O'Reilly's first P2P conference and DefCon 2000 and 2001.

CHIEF PROGRAMMER AT DATAPANIK SOFTWARE SYSTEMS, TORONTO, CANADA — NOVEMBER 1997 - JANUARY 2000

- Designed and developed custom business desktop applications for customers using either Visual Basic 5/6 or Macromedia Director. Major projects included:
  - Shopping Directory on CD-ROM, 1998 and 1999 Editions: An encyclopedic directory of every shopping center in the United States built for National Research Bureau in Chicago. (Visual Basic 5 for 1998 edition, Visual Basic 6 for 1999 edition)
  - HPS Training System: An athlete progress-tracking system designed for High Performance Specialists, an training facility for elite athletes including the Toronto Maple Leafs, Canadian Olympic ski and figure skating teams and the Royal Canadian Ballet. (Visual Basic 5)

PROGRAMMER / CHIEF PROGRAMMER AT MACKEREL INTERACTIVE MULTIMEDIA, TORONTO, CANADA — MARCH 1995 - MARCH 1997

- Developed CD-ROM and Shockwave applications for various clients including Dairy Farmers of Ontario, EMI Records and Toyota with Macromedia Director 4/5.
- Led development teams and participated in the development of Macromedia Director-based multimedia applications, both desktop and online.
- Reviewed the then-available multimedia development applications to determine the one on which the company would standardize; also researched up-and-coming technologies for their applicability for future development efforts.

EDUCATION

Queen's University, Kingston, Ontario, Canada — B.Sc., Computer Science, 1994.

SKILLS

- Programming with the following languages, frameworks and tools (listed starting with the most recent use):
    - Currently learning iOS development with Objective-C/XCode, Objective-C/AppCode and RubyMotion.
    - Ruby and Ruby on Rails
    - C# development, especially for Windows Phone 7, ASP.NET MVC and WPF/Windows desktop
    - PHP
    - Python
    - Visual Basic
- Writing:
    - Extensive blogging experience, with my technical blog, *Global Nerdy* (started August 2006) and my personal blog, *The Adventures of Accordion Guy in the 21st Century* (started November 2001). I have also edited and written blogs for Shopify, Tucows and Microsoft Canada (during my tenure, I was Microsoft Canada's most prolific blogger).
    - Preparing specifications for applications to be used by developers. These specifications including wireframes, user stories, statecharts, tables and written descriptions.
    - Documentation for both developers and end-users. Developer documentation included API documentation and tutorials for programming using given operating systems, frameworks and APIs. End-user documentation was layperson-friendly and showed users how to use and make the most of various software.
- Public Speaking: I have spoken at a number of conferences, including Microsoft TechDays 2008, 2009 and 2010 cross-Canada conferences, Stack Overflow DevDays, ConFoo and CUSEC. I've also been the host of Microsoft's "Ignite Your Coding" technical podcast series.
- Event Organization: I have helped organize a number of developer events, including Microsoft TechDays (co-ordinating the developer track), BarCamp events on the BarCamp Tour, Shopify's SxSW party, DemoCamp Toronto and FailCamp.

REFERRALS

My most recent manager, Harley Finkelstein, Shopify's Chief Platform Officer (harley@shopify.com) would be pleased to provide you with details about my performance, skills and character.

Other references are available upon request.