

Jeffrey B. Berthiaume

EXECUTIVE SUMMARY

- Mobile application developer, specializing in iPhone and iPad development with Xcode in Objective C and Swift
- Information Architect for iOS apps, Android applications, and content management websites
- Experience with managing teams of junior developers and designers
- Expertise with business development and presentation/proposal writing.
- Experience with consumer products, retail, real-estate, publishing, medical, and financial industries

WORK EXPERIENCE

2015-current **GoPro** Austin, Texas
Sr. iOS Developer

- Worked on team developing **Splice** iPhone/iPad video editing app with 1.9 million active monthly users.
- Company acquired by GoPro in March 2016.

2014-2015 **Amherst Insight Labs** Austin, Texas
Mobile Architect

- Responsible for designing and developing iPad and iPhone apps for **Amherst** and **Main Street Renewal**, interfacing with Microsoft Dynamics CRM.
- Apps were designed to assist field personnel in creating and uploading statements of work, photos (with annotations), and video for managed properties/inspections.

2011-2014 **MEDLMobile** Fountain Valley, California
Sr. iOS Developer

- Responsible for developing award-winning iPhone and iPad apps for **Taco Bell**, **Verizon**, **Teleflora**, **Candies**, **About.com**, **NIXON**, **Medtronic**, **UCLA/MyGIHealth**, **Stan Lee/The Guardian Project**, and **Experian/FreeCreditScore.com**, as well as our internally developed video social network **Hang w/**.
- Led team of 16 developers (iOS, Android, and web).
- Defined technology strategy for company as well as clients.

2009-2011 **Pushplay.net** Dallas, Texas
Owner

- Designed business requirements and information architecture for **Pizza Hut** iPhone, Android, and iPad
- Designed, developed, and patented custom 2d mobile barcode solution **qyoo** on the iPhone and Android.
- Designed, developed, and launched iPhone games for **Reel FX** and **MEDLMobile**.
- Designed iPhone and social media applications for **Snapple**, **Dr. Pepper**, and **Raising Canes**.
- Built promotional web sites, Flash animations, and content management systems for **American Airlines**, **Alltel**, **Bank of America**, **BASF**, **CableVision (Optimum Lightpath)**, **ExpressJet**, and **VHA**.
- Developed PURL-based website in Chinese and Japanese for **Agilent**.
- Built CD-ROMs for **Intuit** demonstrating functionality of their QuickBooks and Lacerte product lines.

2008-2009

JUXT Interactive

Newport Beach, California

Director of Technology/Application Development Manager

- Designed and implemented internal content management system for managing xml feeds for dynamic **Adobe** Creative License (CS3) and Shortcut to Brilliant (CS4) showcase website at <http://www.adobe.com/brilliant/> (all content is pulled from a series of xml files, designed to be localized in 17 languages)
- Designed the interactive strategy for **Wowwee Toys** for a new virtual world/massively multiplayer online game.
- Developed an XML based "choose-your-own-adventure" engine and mp3 player for the **LucasArts Thrillville** Off-the-Rails site at <http://www.lucasarts.com/games/thrillvilleofftherails/>
- Developed the **Qualcomm MediaFLO** college football "taunt a friend" microsite in two weeks using Flash, Oracle, and AMFPHP web services. Created the MediaFLO web strategy and technical website architecture.
- Managed the migration of Java frameworks for a trivia microsite for **The Coca-Cola Company**, as well as developed the html/css and cross-browser image optimization for the new **Sprite** website.

EDUCATION

2001

University of Phoenix

Business Management

1991-1993

University of Texas at Austin

Computer Science

SKILLS

Management Skills

- Strategic Planning
- Decision Making
- Team Building
- Training
- Project Planning
- Project Budgeting
- Project Management
- Project Execution
- Media Training
- Public Relations
- Vendor Negotiation

Creative Skills

- Creative Design Management
- Information Architecture
- Usability
- Graphing/Charting
- Multilingual design
- HTML/DHTML
- CSS
- Adobe Flash
- Actionscript 2 and 3
- Macromedia Director
- Adobe Photoshop

Technical Skills

- iPhone/iPad/tvOS
- Objective C
- Swift 2.0
- Search engine optimization (SEO)
- Javascript
- XML/XSL/RSS
- JSON/REST
- PHP
- iBeacon
- 2d Barcodes/QR Codes
- Internationalization