

# Mike Brittain

Architect / Senior Developer

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## Profile

Results-oriented lead architect with a focus on delivering high-quality code and products in high traffic environments. Enthusiastic about building new products and mobile services.

Proven leadership ability; capable of keeping a team focused on the tasks and deadlines at hand. Solves immediate crises with solutions that will fit for the long-term.

Eleven years of experience in the Internet industry, specializes in LAMP technologies. Hands-on experience with all aspects of building large-scale, high-availability applications — application development, n-tier architecture, frameworks, data interchange, security, online commerce, database administration, replication, and optimization, server administration, open source software, and quality assurance. Stays up to date with best practices.

## Technical Skills

PHP, MySQL, Apache, Linux, Perl, JavaScript, SQL, HTML, XHTML, CSS, XML, XML-RPC, SOAP, RSS, Ajax, XSL, XSLT, ActionScript, Amazon Web Services (EC2, S3), Puppet, Subversion (SVN), CVS, PGP, Mod\_Rewrite, Regular Expressions, memcached, Apache Bench (AB), HTTP\_Load, Procmail, ProFTPd, Bugzilla, Smarty, WordPress, Media Wiki, Movable Type, Flash, Photoshop, Content Delivery Networks (CDN), Akamai Net Storage and Site Accelerator (reverse proxy), SEO, Google AdSense and AdWords, Site Analytics (Omniture, Nielsen/NetRatings, and Google Analytics). *Prior experience with C, C++, Oracle, Access, and ColdFusion.*

## Experience

### **Architect, Engineering, Heavy.com; New York, NY — Sept 2007-Cur.**

Ensure availability for web servers handling over 6 million pages and 1.5 million unique visitors per day, and over 400+ TB of traffic per month. Senior member of engineering team.

- Working towards distributing our web content using Amazon's EC2.
- Migrating video and web content to S3, cutting delivery and storage costs by 75%.
- Designing hot failover between managed hosting, EC2, and local office servers.
- Perform load testing with tools like HTTP\_Load and AB (Apache Bench).
- Make extensive use of RSS syndication for video to aid SEO initiatives.
- Cut CPU utilization on web servers by adding class autoloading within existing code.
- Increased speed of front-end applications by adding messaging services/queuing.

- Continue to update and migrate legacy code and databases into new standards.

#### **Director of Engineering, Heavy.com; New York, NY — Apr 2007-Sept 2007.**

Managed the engineering team while company underwent search for new CTO. Maintained vendor relationships and identified new technology partners.

- Manage and recruit a team of 10 web developers (direct reports).
- Participate in senior management team.
- Outlined expansion of application framework to support multiple sites within Heavy's online network, while sharing a centralized code base.
- Negotiate web hosting and content delivery network contracts within budget of \$600K.
- Identified strategies for scaling applications based on hardware needs, caching schemes, database expansion and optimization, and application tuning.
- Planned for internal 50 terabyte video repository and distribution system.

#### **Senior Web Architect, Heavy.com; New York, NY — Sep 2006-Mar 2007**

Hands-on development of Heavy.com's next generation social networking and advertising platform, using PHP, MySQL, XMLRPC, HTML, CSS, JavaScript, Ajax. Managed front-end technologies and implementations. Planned for optimizations to handle increased traffic.

- Implemented multiple levels of data and page caching using Akamai's Site Accelerator (reverse proxy), memcached, and file caching.
- Planned site architecture changes and URL schema responsible for increasing Google search index penetration from 25 pages to over 98,000.
- Developed promotion code and tracking system for site referrals and conversions.
- Implemented custom site analytics with Nielsen//NetRatings and Omniture services.
- Introduced strict compliance with Web Standards (XHTML and CSS).
- Implemented new URL scheme and integrated legacy URLs using Mod\_Rewrite.

#### **Director of Technology, ID Society; New York, NY — May 2005-Sep 2006**

Managed all technical needs for online marketing agency of 35 employees. Responsible for web development and web hosting business. Managed development team of 12 direct reports, hired contractors, and determined project staffing requirements.

- Developed rich-media applications using Flash, ActionScript, PHP, and Ajax.
- Accountable for quality assurance in company's products, outlined testing procedures, performed browser testing, security audits, and load testing.
- Administered Apache web servers, MySQL databases, mail, DNS, ProFTPD servers, and source control software (CVS and Subversion).
- Managed the migration of entire corporate network and collocated web hosting environment from FreeBSD to RedHat (CentOS) over 12 months.
- Setup video hosting on Speedera's (Akamai) content delivery network.

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- Identified and customized open source applications for use in corporate network and public web sites, including Joomla!, Zen Cart, OS Commerce, Media Wiki, Bugzilla, and SugarCRM using Perl, PHP, MySQL, JavaScript, CSS, and HTML.

#### **Senior Application Developer, ID Society; New York, NY — Aug 2004-May 2005**

Developed web applications and e-commerce web sites within a LAMP (Linux, Apache, MySQL, PHP) environment that includes distributed web servers and a MySQL database cluster. Performed browser testing, security audits, and load tests.

- Wrote applications and development frameworks using OO PHP and PEAR classes.
- Developed rich-media applications using Flash, ActionScript, and Ajax.
- Introduced MVC-style development and other best practices, including separation of database objects, business logic, and presentation layers.
- Implemented e-commerce systems including shopping cart applications in PHP and MySQL, integrated payment gateways such as Authorize.net, setup data interchange with fulfillment vendors, performed security audits, and insured CPI/CISP compliance.
- Maintained web analytics, conversion reporting, and log analysis tools, including AWStats, Analog, Google Analytics, Urchin, and NetRatings Site Census.
- Consolidated multiple data-exchange processes into a single task-based application using OO PHP, XML, PGP encryption, FTP, and Cron.
- Developed techniques for making Flash-heavy web sites accessible to search engines and mobile devices using JavaScript, PHP, and XHTML.

#### **Web Developer (Independent Contractor); Denver, CO — July 1999-Aug 2004**

Developed web sites and database applications. Designed and optimized relational databases. Managed search engine optimization (SEO) strategies and link building campaigns. Wrote proposals, functional specifications, and cost estimates. Managed contractors and vendors in designing and building web sites.

- Architected a content management system in PHP and MySQL that has been in daily use for over 5 years and drives content to web sites, kiosks, and third-party systems.
- Developed kiosks in Flash and integrated data feeds with XML.
- Built an automated, location-based news distribution system using Perl, PHP, MySQL, SMTP, and Cron, and by integrating various third-party databases.
- Developed a location-based coupon marketing tool using PHP and Oracle.
- Wrote web pages and templates using W3C web standards (XHTML and CSS).
- Implemented Ajax search forms and auto-complete fields for intranet applications.
- Developed an online business directory site using ColdFusion and Access.
- Improved search rankings for web sites using semantic XHTML and link campaigns.

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### **Associate Web Master, Houghton Mifflin Co.; Boston, MA — Oct 1998-July 1999**

Developed intranet applications and web pages. Wrote technical specifications, functional specifications, and end-user documentation.

- Developed a database management tool using Perl, HTML, CSS, and JavaScript.
- Participated in the Technical Architecture Team for the division.

### **Education**

Master of Arts, Digital Media, 2004 — University of Denver, Denver, CO

Bachelor of Arts, Chemistry, 1998 — Lafayette College, Easton, PA

### **Published Works**

Brittain, "Making Compact Forms More Accessible," A List Apart, <http://www.alistapart.com/articles/makingcompactformsmoreaccessible/>, December 2006.

Brittain, "Developing PHP the AJAX Way, Part 2: Back, Forward, Reload," IBM DeveloperWorks, <http://www.ibm.com/developerworks/library/os-php-rad2/>, May 2006.

Brittain, "Paint 3-D Images with PHP," IBM DeveloperWorks, <http://www.ibm.com/developerworks/opensource/edu/os-dw-os-php-3d.html>, April 2006.

Brittain, Fetch, et. al., "Beyond the Welcome Mat: Privacy Practices of Web Browser Extensions", Communications of the ACM, February 2001.