

# SCOTT J. KRUTSINGER

111. S. Delaware Ave, Deland, FL 32720.

(cell) 386-232-8763 (email) [scottk@techraving.com](mailto:scottk@techraving.com) (web) <http://www.techraving.com>

---

## Development Expert & Open Source Software Contributor

As the author and primary contributor to various open source projects and being a senior developer in both start-up and established companies, I have demonstrated myself capable of working with various programming languages, software architectures and manage effectively to accomplish goals.

Through my consulting experiences I have had the opportunity to help clients in various aspects of web application and client side application development. Part of my experience lies in the ability to help guide online marketing strategies and search engine marketing compliance. Ecommerce is a large part of my specialty online.

While my experiences work well with: PHP; Python; JavaScript; and Ruby, I am also highly familiar with popular rapid application development frameworks such as: CodeIgniter; Django; Ruby on Rails and ExtJs. Familiarity with these frameworks helps bring ideas to market quickly and without “Re-inventing the Wheel.” Along with the not re-inventing is the ability to use established software design patterns or enterprise design patterns.

Through project management and defining user expectations, I am able to estimate projects accurately and with proper client expectations. A company I work for can expect me to ask the questions I need to fully understand the task or project at hand, alert them to new ideas or potential pitfalls, and drive the changes to make it happen.

As a senior software developer leading teams and managing projects for several high profile, high traffic websites I had to guide junior developers in not only the best programming / testing practices but also managing the time frames in which features were brought to completion. Paramount to this mentoring, usually through paired programming, was instilling testability of an application by writing tests first and writing code in fully Object Oriented manner. I understand the methodologies of both Test Driven Development and Story Driven Development.

Whether managing or being managed I can accomplish tasks under traditional Software Development Life Cycle or Agile methodologies. Once given a task (story) I fully seek to understand the expectations for what is needed by the customer. After completion I work with the QA and BA department to ensure every business requirement has been met successfully.

I professionally started programming in 1997 while programming machine controls, robotics, and class IV laser cutters. Using the required proprietary equipment programming languages, these are not unlike one would find in a traditional computer science field. The same sense of logic applies even if the syntax is different. More importantly, as human lives are at risk and governmental requirements, a lot more care and understanding are required in these programming strategies.

As machine programming technology evolved towards traditional programming languages I easily adapted and kept pace. Eventually picking up PHP and JavaScript languages as well as networking

architectures to implement Human Machine Interfaces that increased production throughput.

While honing my PHP and JavaScript experience I was also working with local community colleges to build online training systems programmed in Flash and ActionScript 2.0. The nature of the programs ranged from online quizzes, study guides, and graphical representations of C++ programs. These Flash programs required both user input as well and instructor provided material which needed to be dynamically updated by the programs.

After 5 years of working on different applications and developing web marketing skills I officially became an independent consultant in 2003. To date I have programmed in: ActionScript 2; PHP v 4 & 5; C#; Ruby; Python; JavaScript. All of which has been done so with under development methodologies of Agile and traditional System Development Life Cycle.

I have demonstrated that I am accomplished in

- Architecture design of both single server and multi-server applications.
- Software design using established design patterns. (Factory, strategy, etc)
- Software design using establish business enterprise design patterns (archetypes)
- Software development in Model-View-Controller as well as n-tier architectures.
- Database design and optimization as well as Master Data Management.
- Consulting experience as an independent consultant or through consulting houses.
- JavaScript expert for delivering Rich Internet Applications.
- API development and integration for web services.
- Object Orientated programming for re-usable code across applications.

**Core Skills:**

- 13+ yrs. PHP 4 & 5
- 12+ years MySQL
- 13+ years HTML, CSS
- 13+ years Advanced JavaScript
- 5 years ActionScript 2
- 3+ years XML
- 3 years C#
- 2 years MSSQL Server 2003, 2005
- 2 years Python
- 4 years Ruby
- 2 years Subversion (SVN) Administration

**Frameworks / Applications:**

- 7 years osCommerce
- 7 years XOOPS
- 4 years Ruby on Rails
- 3 years WordPress
- 2 year CodeIgniter
- 1 year Django
- 1 year cakePHP
- 1 year ExtJs Javascript

**Platforms:**

- 12+ years Windows (95, ME, NT, XP desktop)
- 2 years Mac OS X 10.4
- 10 years Linux

**Servers:**

- 10 years Apache 1 & 2
- 2 years Mongrel
- 2 year CherryPy

**Web Service Integrations:**

- Twitter
- Pownce
- Facebook
- OpenID
- Oauth
- Commission Junction
- Linkshare
- Google Geo-location

- 1 year Lucene / Solr search servers

**Additional Skills:**

- 7+ years n-tier application design
- 6+ years Traditional System Development Life Cycle
- 4+ years MVC application design
- 4+ years Agile Software Development
- Proficient in Test Driven Development and Story Driven Development
- 3+ years REST and SOAP Web Services

**Open Source Projects:**

PyMigrate:

<http://code.google.com/p/pymigrate/>

This project borrows the ideal of Ruby on Rails ActiveRecord::Migration functionality and ports it to Python. Versioned up and down database schema changes can be accomplished.

PHPDbMigrate:

<http://code.google.com/p/phpdbmigrate/>

This project borrows the ideal of Ruby on Rails ActiveRecord::Migration functionality and ports it to PHP. Versioned up and down database schema changes can be accomplished.

JsFactory:

<http://code.google.com/p/jsfactory/>

A system in which JavaScript code can be used with a Factory type strategy.

WordPress Image Rotator Plug-in:

<http://www.techraving.com/widgets-plugins/wp-plugin-image-rotator/>

A WordPress plugin in which a single img src attribute can be given. Once retrieved a rotating image is presented and viewed counter is incremented. Administration of image categories is through the WordPress administration area.

WordPress Download Counter Plug-in:

<http://www.techraving.com/widgets-plugins/download-counter-wp-plugin/>

Files for download can be uploaded to the WordPress site and all subsequent downloads and views are recorded.

## Recent Professional Experience

**Independent Contractor**

02/2009 to Current

Assisting in completing various projects provided from various web development shops on a per project basis. These projects have consisted of simple programming changes to complex web service integrations.

*Key Contributions:*

Walt Disney World Parks and Resorts Online – Accenture – 2010 – present

- Sustainment of Walt Disney World Marketing, Internet Booking Client and legacy sites.
- Technical liaison for the Orlando based site to the India based site. I mediate the technical requirements of the Orlando cast members to the offsite members in India in order to make sure that all requirements are attained.
- YUI JavaScript library conversion to jQuery library for the marketing site. Set standards from plain old JavaScript to composite and re-usable objects.
- Work with tea templates for Java Servers.

Family of Orange Lake – Vaco 2009 - 2010

- Working in the timeshare industry on a budding Customer Relationship Management system. I was initially in the position of working with various departments to manage their needs as a senior developer. These included both content management requirements and the network operations team for optimal server set-up for a Ruby on Rails application.

Primary developer on architecting the framework code to work with pluggable applications within the core CRM. Relied heavily on the engines plug-in with some modifications to quickly and independently add in new functional areas of the application as modules.

Porting of Java Authentication and Authorization Service (JAAS) to Ruby for a robust login, access control, and authorization system within the Rails system. Potential use of configurable login modules such as: Restful Authentication; LDAP.

Configured SOLR/Lucene search server for non-database searching. Normal use in CRM application was done through the acts\_as\_solr plug-in while mass indexing was done through custom Ruby script for increased performance.

I was able to develop a system of using the Ruby on Rails Engine plugin and the ExtJS JavaScript framework for cross application re-use. A Rich Internet Application developed in one plugin could be re-used in another plugin application in a fully componentized way. These ExtJS components could also be used in various forms: Panels; Windows, pop-ups, etc.

Hyper Design Enterprises – 2009 – 2009

- Starting in at the concept level, designed architecture and implemented features for <http://www.valuetarget.com>. An on-line barter directory service that accepts both free and paid subscriptions. Also accepts paid advertising that users provide themselves. This is a Ruby on Rails 2.3 application with a PHP CodeIgniter framework for affiliate tracking.

This application required an architecture in which members could contact each other as well as inquire about specific listing. Members could take required roles of being a person to list, and pay for a listing, as well as being an advertiser, uploading banners and paying for those.

This application also required integration with various third-party providers. Geo-Location

services to provide a distance calculation from one party to another in order to help members locate good or services close to them. PayPal payment services to collect the fees for services

#### Tlists Group – 2008 - 2009.

- Twitter API service integration. Various API calls to retrieve tweeters past statuses and new status updates for data analysis. Both url API and streaming API status monitoring were incorporated.

#### ZGraph – 2008 - 2008

- Worked with an organization to implement a system from which visitors could click through and recording the click the organization would contribute monetarily to a charity of the visitors choice. This specific site requires SOAP services to Commission Junction, and Linkshare affiliate applications. The framework itself is CodeIgniter and I developed a completely re-usable library for the clients firm. Additionally this required IRS charity feed integration. Due to the size of the files themselves special MySQL db imports and stored procedures where created for use with PHP.
- Integration of <http://www.securityfirstflorida.com> to a lending capacity checks SOAP service and a mortgage rating SOAP service. This service allowed the existing and potential customers of Security First to estimate new policies.
- Various Interspire E-commerce setups and programming modifications per client requirements.

#### **IZEA, Inc (formerly PayPerPost Inc)** **Senior Software Developer**

03/2007 to 2/2009

IZEA is composed of many applications that deliver word of mouth advertising, RSS to email, and web site ranking systems to name a few. Word of mouth advertising was the main functions of PayPerPost and SocialSpark. RSS to email was provided by Zookoda.

Due to a need, I moved into working on Zookoda and was the only provided developer to that application. My work on Zookoda consisted of maintaining the front end website written with ColdFusion and maintaining the back end email program written in C#. The Zookoda application was a mass email broadcast system in which a member could either created specialized newsletters or hace their RSS feeds parsed. From this collection of user content, an email was sent to their subscribers. The amount of emails that were on average sent per day was around 2 million emails. This lead to a constant administration of white listing and de-blacklisting to both major email providers: AOL, YAHOO, Google, as well as the many other email spam listers.

While working on Zookoda, I was also required to work on the new SocialSpark application development. During both of the roles as a senior developer, I accepted feature requests from customers and managed the projects to completion with my assigned junior developers.

*Key Contributions:*

- Senior developer on a variety of IZEA applications. Notably Ruby, PHP, JavaScript, ActionScript, Python, ColdFusion, as well as Dynamic HTML using advanced JavaScript and CSS. Some advanced work with ColdFusion.
- Architect and developer of the SocialSpark Affiliate Cost Per Click / Cost Per Action opportunities. Affiliate publishers would place specialized links on their websites and it was my task to record the clicks these links produced.

It was also the task of the affiliate system to record conversion on pages using specialized JavaScript, of which I designed, in order to track conversions. Upon a conversion, SOAP integration with a third party click audit provider was completed before ultimately paying the affiliate.

- Integrated Twitter and Pownce into SocialSpark. Based upon user actions in IZEA applications these events would trigger both a Ruby and Python application to collect a message and in turn, using REST, update the users' status on Twitter and/or Pownce.
- Maintained and optimized Zookoda, a 1 million user base sending 6+ million emails a week to subscribers. As the only developer I not only maintained the current ColdFusion and C# application, but also added new features. Optimizing the MSSQL Server with proper indexes also increased the responsiveness of data retrieval.
- Designed and developed all the Flash /ActionScript components in SocialSpark. To attain a web 2.0 rich application I developed several Flash applications that displayed information in a variety of ways: pie charts, bar graphs, and slide shows.
- Lead the client side programming standards team for SocialSpark (design phase). Since browsers have specific JavaScript capabilities I lead the front side team to devise the best way to implement JavaScript in the developing application.
- Various projects also included working with PHP. Added new modifications as needed to the phpBB forum board and creating various WordPress plug-ins.

## **Independent Consultant**

01/2003 to 03/2007

As an independent consultant I had to, not only acquire new client business but also, maintain the needs of my existing clients. Client work ranged from simple one-page web site to large multi-server web applications.

Apart from the usual business side of consulting and programming, I also offered services such as web hosting, SEO/SEM, e-commerce consulting, and Google AdWords campaign management.

### **Key Contributions:**

#### Forbes And Associates - 2005 – 2007

- Consulted for FiServ Lending Solutions for over a year. Programming their flag ship product

client side JavaScript and server side PHP. The application being developed required a very rich DHTML user experience in which I was lead developer in programming.

- Architected and developed Business Happenings in Orlando <http://businesshappeningsinorlando.com>. This application written entirely in PHP allowed users to socially network their expertises, personal and business relationships. On a pay per basis organizations or experts where allowed to create specialized and branded pages within the context of the site.
- Assisted various clients in setting up osCommerce as a stand-alone PHP e-commerce solution or as an ancillary application. Training and consultation was also provided as needed to market the e-commerce capabilities.
- As needed provided training to my clients for the applications developed. These training session have lead me both within and outside of the United States.

#### Hyper Design Enterprises – 2003 - 2007

- Online tutorial and graphical representations of student course material in Flash / ActionScript 2.

#### **Previous to 2003:**

I worked in the industrial programming field. This included machine logic control programming, robotics and laser cutter. While these fields are not necessarily considered by many as a traditional programming field it is very much similar in logic of inputs/outputs.