TOM FREUDENHEIM

New York, New York

tom.freudenheim@me.com
(347) 709 8663

EXECUTIVE SUMMARY

Seeking a mid-level Ruby on Rails or Elixir/Phoenix position.

Analytical, hands on technology professional with many years of successful experience providing digital solutions for business requirements. Quick learner of new technologies. Strengths include tracking down bugs, learning new technologies, conducting root cause analysis, identifying and resolving issues by creatively discovering fixes and improvements.

TECHNOLOGY SKILLS

Languages/Environments: Ruby-on-Rails, Elixir/Phoenix, JavaScript, HTML/CSS

Databases: Postgres, MySQL, SQLite

Project Software: Jira, Basecamp, GIT, SVN, Fogbugz

EXPERIENCE

World Traveler, July 2016-August 2017

Took the unique opportunity to travel in Europe for with my wife who was on sabbatical from her teaching position. Completed online courses with codeschool.com and thoughtbot.com/upcase in Ruby-on-Rails, JavaScript and Elixir/Phoenix. Wrote the blog 50museums.eu, the sequel to 50museums.com

Developed a simple CRUD app in Elixir to display a google map with a background image and markers http://my.mapseverywhere.net/

littleBits, New York, NY

Full Stack Developer, August 2015-July 2016

Ruby/HTML/JS/CSS Maintained and developed new features for littlebits.cc, a marketing and e-commerce website with community features. Developed updates to the integration with NetSuite ERP system, CRM system, and modified the checkout process. Enhanced the integration with WordPress as a CMS for the website. Initiated regular production deployments to AWS.

Hexagram Systems, New York, NY

Developer, 2013-2015

Ruby/HTML5/JS/CSS/PHP development of a website for the New York Hall of Science, for STEM teachers to use in conjunction with the Museum's NoticingTools iPad apps. Recreated a Python/MongoDB site using Rails/Postgres, maintaining the backbone.js front-end. Created other sections using WordPress, which will integrate both visually and in terms of Single-Sign-on with the Rails site. Hosted using Heroku, S3 and Elastic Beanstalk.

Ruby/HTML5/JS/CSS development for a prototype and for the launch of Arthenia.com, a user-curated cultural website. Integrated API's for Google Maps, Google Image Search, YouTube, and for social logins. Front-end libraries include foundation.js, backbone.js, handlebars.js.

HTML5/JS/CSS/SQLite/Objective C coding for a hybrid iPad app for an interactive eBook with multiple content views.

Ruby/HTML5/JS/CSS coding for Urballoon, a project involving a helium balloon with a video projector which displays a feed of social media tagged with a specific hashtag onto the ground on a street, plaza or park.

Freelance Developer, New York, NY

Avon, Nov 2014-Jan 2015
Responsible for development and deployment of responsive marketing emails, both direct to consumer, and for salespeople to send to their clients. Using HTML, optimized for the limitations of different email clients using graceful degradation.

Arthenia.com, Sept 2014-May 2015
Maintained and enhanced Arthenia.com, a website targeted to educators, artists and fans enabling users to create cultural "playlists" by collecting and uploading content and writing commentary. Ruby on Rails/HTML5/JS/CSS. Implemented improvements including performance improvements and implementation of Elasticsearch.

R/GA, New York, NY, Full-service digital advertising agency, 1998-2013

Technical Director, 2010-2013
Technical Lead, Solutions Architect, 2000-2009
Programmer, 1998-1999

Technical project manager for innovative communications, consulting, and e-commerce solutions designed for the world's leading brands. Planned, scoped and priced technical projects, designed technical architecture, managed internal and external programming teams and actively collaborated with clients, subcontractors, and in-house creative teams. Cultivated strong client relationships, which evolved into a trust of our technology recommendations.

- Supervised up to 10 programmers for multiple on-going projects
- Projects included iPhone applications, HTML, Flash-only development work and full front and back-end e-commerce websites

Accomplishments
- Co-managed the R/GA Technology department in London for 3 months
- Programmed Brooklyn Academy of Music's first website, **BAM.org**; managed programming of redesigns
- **EllisIslandRecords.org**, unanticipated press and huge traffic brought the website down regularly; resolved the problem by having a DBA identify and rewrite the most expensive queries, reoptimizing database indices and adding additional Web servers
- **www.lorealparisusa.com**: convinced client to buy into a solution that fulfilled SEO requirements, which had a demonstrable effect on restoring search rankings for deep links, thereby saving the project
- **Avaya.com**: quantified page-weight issues and identified solutions which cut page size in half or in some cases by two thirds, making pages render faster and reducing the site's "bounce rate"
- Spearheaded the use of Web Fonts at R/GA, releasing HTML sites from the limitations of three to four "web safe" fonts

Sterling Commerce, New York, NY - Banking Software Division, 1992-1998
Manager, Senior Programmer

Designed, developed and deployed five releases of an EDI payments system and converted the system to be multi-threaded by using DB2

Accomplishments
- Lead architect & developer for EDI Payments product which was used by most major US banks, several regional and two foreign banks
- Designed and developed portions of an ASP/VBScript browser-based corporate payment initiation package for banks, using uploaded files and forms. Developed a QA test plan for the entire system.

CONFERENCES, COURSEWORK, EDUCATION, INTERESTS

ffConf: participated in 2016 Frontend Developers conference in Brighton, UK
Museums and the Web: member, 2013 conference participant
Museum Computer Network: 2013 + 2014 conference participant
Technology Courses: Ruby, JavaScript, Elixir, HTML5, CSS, Rspec testing and code refactoring courses, codeschool.com and thoughtbot.com/upcase; Object Oriented Analysis and Design Using UML, Rational Software
B.A. Fine Arts, concentration in Computer Science, Middlebury College, Middlebury, VT
NYC Museum Media Lab Meet-up at Met Museum of Art: participant — technologists and artists experimenting with technology and museum content in new ways.
iMentor: mentored a high-school student from the New York Academy for Software Engineering
Transportation Alternatives: member and community volunteer
Asbury Park Complete Streets Coalition: technical consultant and steering committee member
50Museums.com, 50Museums.eu: personal projects where I visit and blogged about a different museum every week for a year.
Interested in Bicycling, Travel, Museums, Public Art, Fluent in French