MICHAEL HELGESON

   Creative problem solver and modern technology leader with experience growing and motivating talented teams to deliver reliable solutions which meet business goals. Strong belief in iterative learning and agile methodology to improve engineering, the product, and the organization. Intelligent architect capable of designing reliable, maintainable, scalable logic at the application level, the server level, as well as the business level. I really enjoy building things, solving problems, talking about code, optimizing development process, and complete code coverage.

EXPERIENCE

Director of Software Development, User Experience   TiVo Corp. 2015–2017
   Managed, scaled, coached a talented team of developers and designers to consistently execute first class modern web applications. Directed, designed, and developed new interfaces and features allowing TV networks and service providers to leverage big data analytics and cutting edge predictions for targeting and measuring television audiences. Defined and implemented collaborative improvements in areas like performance monitoring, test automation, code coverage, git branching strategy, code reviews, documentation.

Director of Software Engineering   Aereo, Inc. 2012–2015
   Hired and scaled the team from 5 to over 20 talented, motivated engineers. Designed and oversaw development of a REST API to serve the various distributed native applications. Scaled the product applications to include Roku, Android, iOS, and Chromecast. Scaled the application and business logic as the user base and business grew by 10x in the past year. Dealt with performance and scalability issues due to rapid growth. Implemented sophisticated operational monitoring using third party tools Icinga, New Relic, and Boundary. Designed and developed operational dashboards and tools for live monitoring of system health and activity.

Lead Software Engineer   Aereo, Inc. 2010–2012
   Co-architected and executed the development of a client application for delivering live video streaming and a cloud-based DVR service. Designed and developed a custom javascript MVC framework to power the HTML/AJAX based rich internet application, supporting most modern mouse and touch controlled browsers. Designed and developed business logic-back end using PHP and MySQL, including user registration and authentication, DVR management and fulfillment, video playback. Trained and coordinated a team of 5 developers through the exciting rapid beginnings of a successful startup.

User Experience Designer   Microsoft Corp. 2008–2010
   Joined Microsoft through the acquisition of Navic Networks. Designed and developed the user interface of an advanced advertising targeting placement engine. Including heat map visualizations, real time sorting and filtering, and drag and drop nested logic engine for user defined targeting parameters. Designed and developed reusable javascript plugins and libraries for various aspects of product interfaces, including presentation and interaction.

Senior User Interface Designer   Navic Networks   2005–2008

    Designed user interfaces for interactive television applications. Designed and developed a web based drag and drop WYSIWYG editor for building interactive overlays. Designed and developed the HTML/CSS/JavaScript and user interface for many products, including a cable system vod backend, a custom reporting portal, and an interactive poll builder. Designed and developed advanced functional prototypes for exploring new products and ideas.

Production Designer   San Francisco Bay Guardian   2004–2005

    Created unique and informative solutions for expressing the personality and aims of varying businesses in the limited medium of newsprint often involving logo design, photo retouching, color adjustment, and layout. Conspired in a fundamental redesign of the Classified sections including new ad sizes/templates and page templates for optimization in a Quark/PDF workflow and a defined layout grid. Assembled ads and editorial for the entire 120 page publication, proofed and published weekly. Worked part-time in web development using PHP, HTML, and CSS and image management for the newspapers website. Built and successfully deployed a PHP/MySQL based polling site to run the annual "best of the bay" poll across the entire city. Included a simple back end for manual data entry, and simple grouping of differently spelled results for easier determination of winners.

E X P E R T I S E

JavaScript, PHP, MySQL, HTML, CSS, Git, Subversion, REST, MVC
Scalability, Performance, Cloud architecture, Operations, Unit testing, Automation,
Engineering Management, Product Management, Agile Methodology, Test Driven Development
Node, NPM, React, Redux, Jest, Enzyme, Istanbul, Babel, Webpack, SASS, Express, Angular

E D U C A T I O N

Bachelor of Fine Arts – Graphic Design, *cum laude*   Framingham State College   2002

I N F O R M A T I O N

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