

# CHRIS HUBBARD

## WHO I AM

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- I am passionate about building customer centered products.
- I thrive in environments where I am called on to contribute everything.
- I understand technology, products and users.
- I am a creative and independent thinker.
- I involve myself with challenging problems that require analysis, research, interpretation and synthesis.
- I think through tasks to create and coordinate action plans and processes.

## EXPERIENCE

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2011-2012	v-Pitch	Mountain View, CA
	<i>CTO</i>	
2009-2011	Federated Media	San Francisco, CA
	<i>PHP Engineer</i>	
2006-2008	OneTaste	San Francisco, CA
	<i>Director of Technology</i>	
2006	LynchMarks	Albany, CA
	<i>Senior Software Developer</i>	
2004-2005	Next Online	Mountlake Terrace, WA
	<i>Senior Development Engineer</i>	
2001-Present	WildCharacters	Bothell, WA
	<i>Principal</i>	
2000-2001	Vigilos, Inc	Seattle, WA
	<i>Software Development Manager</i>	
2000-2000	Bazillion Inc	Seattle, WA
	<i>Web Producer</i>	
1999-2000	Microsoft Corporation	Redmond, WA
	<i>Web Producer</i>	
1999	Havas Interactive	Bellevue, WA
	<i>Executive Producer</i>	
1998-1999	DotCommerce Inc.	Seattle, WA
	<i>Project Manager</i>	

1998	Meridian, LLC.	Seattle, WA
<i>Consultant</i>		
1997–1998	Virtual Spin, LLC.	Bellevue, WA
<i>Product Manager</i>		
1995–1997	Questar Microsystems	Woodinville, WA
<i>Assistant Project Manager</i>		
1993–1995	Cascadia Duty Free	Seattle, WA
<i>Director of Operations</i>		
1991–1993	Silverwood Theme Park	Athol, ID
<i>Project Manager &amp; Safety Officer</i>		

#### EDUCATION

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1982–1984	Evergreen State College	Olympia, WA
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#### MANAGEMENT SKILLS

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- Designed, developed and implemented a complex DSL circuit ordering system for a national ISP.
- Managed staff development and maintenance of <http://www.sierra.com>
- Managed teams of developers and designers, with up to 14 direct reports.
- Designed and Implemented department-wide ROI process.
- Specified, Designed and Implemented enterprise-wide web traffic analysis package.
- Designed and specified the network hardware and connectivity for a regional TCP/IP network. Helped to prove the feasibility of the business model.
- Participated in technical and business model evaluations of six high technology start-ups. Delivered reports to venture capital firms.
- Created programming specification for e-commerce product. Product was rated fourth in the market.
- Managed two development teams working concurrently on major product overhauls. All major release dates were met.
- Identified new location for (physical) store, designed and managed store build-in, coordinated inventorying. New store represents over 20% of gross revenue for corporation
- Planned and organized the tasks and work schedules of a major yacht refit. Managed work and workers. Completed all tasks under budget, under-schedule, without injuries, saving in excess of \$60,000

- Created OSHA compliance programs for employer. Documented programs and trained staff, including the creation of training videos. Saved employer \$30,000 in avoided OSHA fines.

## PRODUCT MANAGEMENT

- Designed and built distributed application for managing participation in national seminars. System is currently in use and has over 15 active users.
- Designed a context sensitive customer feedback system, which when integrated into a product provides proactive customer support.
- Planned and conducted multiple types and multiple iterations of usability studies, including: Heuristic evaluation, Information Architecture analysis, Task-based usability testing, and Terminology evaluation. Publicized findings to marketing and engineering through a series of presentations.
- Coordinated and conducted multiple customer interviews to gather customer input to be used in designing products. Used formal and informal interview techniques. Publicized findings to marketing and engineering through a series of presentations and question and answer sessions.
- Designed, built and maintained a feature database, used to track features, feature requests and the conversation around acceptance or declination of requests. Database was used to track hundreds of discrete features and feature requests.
- Designed, built and maintained a Competitive Intelligence database, used to track competitors. Database was also used to provide sales with information about competitive positioning during the sales process. Database was used to track 15 competitors.

## PROJECT MANAGEMENT

- Created and maintained exhaustive project documentation, including Development Plans, Quality Assurance Plans, Architecture Documents, User Manuals, User Interface Guides.
- Created and maintained project budgets up to \$3,000,000 per fiscal year.
- Coordinated collaborative projects between departments within large corporations.
- Managed teams of staff working on wide variety of complex, unique projects. Have maintained positive working environment for teams, where most team members request to be included in the next team.
- Proficient with various project management softwares including MS Project, Visio, Excel, eProject. Have also built and used proprietary database driven project management tools.
- Familiar with various project management methodologies including

Waterfall, Iterative, Cascade, Scrum, XP, RAD, Agile.

## TECHNICAL SKILLS

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- Familiar with ASP, ColdFusion, VB, Perl, TCL, SQL, DHTML, JavaScript, Java.
- Competent with CSS, MySQL, UML, XML.
- Fluent with PHP, HTML.
- Familiar with PostgreSQL, Oracle, MSSQL, Access.
- Comfortable with OOP, specifically UML based development.
- Fluent with Windows 95/98/NT/2000, Mac OS X.
- Familiar with multiple varieties of UNIX.
- Proficient with MS Office suite, iWorks suite, OpenOffice DreamWeaver, Fireworks and various other applications.
- Prefer to use the RAD methodology articulated in The Software Project Survival Guide, (now known as CxOne).

## PROGRAMMING SKILLS

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- Designed and built a web application that enabled users to manage their mortgage application, for a national wholesale lender.
- Participated in building a system for pulling credit scores.
- Built large content management system for four of Atlantic Records subsidiaries.
- Built a fan image gallery web site for a former top – 40 band.
- Have built four different custom e-commerce/shopping cart systems.
- Contributor to four open source projects.
- Have built a PHP code and HTML template generator.
- Have built a PHP code Unit Test framework generator.
- Have acted as a lead developer on a number of projects.
- Have built hundreds of "one-off" web applications.

## WEB PRODUCER

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- Created award winning web site for national music awards show. Designed layout, structure, look and feel and graphics.
- Worked with Frog Design to create User Interface Guide for banking startup.
- Worked with Tim Girvin Design to create web presence for national roll out of Internet networking product.
- Consulted with Microsoft to create design for Microsoft Office web pages. Created templates for Microsoft Office web site, checked compatibility with 18 different browsers.
- Created content for and maintained Sierra.com, one of the largest and most trafficked web sites (at the time) on the Internet. Created new

templates for home page, reducing size of home page from 160k to 90k, decreasing rendering time and download time, and increasing site availability.

- Lead usability testing on various web sites, providing direction for changing site to better fulfill end user needs.

## DEVELOPMENT

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- Streamlined the installation process for the PS|Ship application, it had been three weeks, got it down to about three hours. Designed and built add-ins to the core product, including interfaces to FedEx, DHL and UPS. Designed a partial replacement to the core product.
- I designed and built a community site and a back end UI for running the OneTaste organization. Features of the community site include a chat board, blogs, member profiles, electronic distribution of videos. The administrative site include a CMS for managing the dynamic content on the site, course registration and user management. Site had over 10,000 users, about 1,000 were active.
- I was on a team, refactoring and expanding the codebase that acted as an interface to DoubleClick. The application is used in-house by sales and fulfillment and by external users, managing their online advertising.
- Participated in various open source projects
- Participated in the creation of the first PHP framework: BinaryCloud
- Have taught PHP programming for PHP|Architect

## CREATIVITY SKILLS

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- Created award winning web site for national music awards show. Designed layout, structure, look and feel, and graphics.
- Written chapters for eight published books. Professional PHP4 and Professional PHP XML, Running a Perfect Web Site with Windows and Running a Perfect Web Site with Apache, and four out of print titles.
- Created and maintained over 300 business web sites.
- Designed and built various pieces of post-modern-industrial furniture.

## ASSOCIATIONS & OTHER

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- Founder; Seattle PHP Users Group
  - Featured speaker at three Conferences (OSEvents, PHPCon, PHPWest)
  - Zend Certified Engineer
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