

# david cloutman

245 Panorama Dr.  
San Francisco, CA 94131

**(415)336-1472**

david.cloutman(at)lampfire.com  
<http://davidcloutman.com>

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## summary

I am a senior software engineer with successful engineering and leadership experience in growth-oriented organizations. I specialize in lean organizations that need someone to simultaneously write code and provide leadership and process. My technical background is in the LAMP stack but I am continuously learning new tools and languages produced by the Open Source community. My career goal is to become a superior mentor and leader of engineers.

## technology skills

### Code Samples

- <https://bitbucket.org/david-cloutman-lampfire/>

### Programming Skills

- PHP (versions 4, 5, and 7, Object Oriented): Slim Framework, Twig, Smarty, Propel ORM, MVC, WordPress
- Python: Flask, Jinja 2, SQL Alchemy
- HTML, CSS, JavaScript / AJAX / JSON, JQuery, React, Bootstrap
- SQL (MySQL, Oracle), NoSQL (MongoDB)
- Git, SVN

### Systems Administration

- Linux Systems Administration
- LAMP / LEMP Web Servers (e.g. Apache HTTPD OR Nginx, PHP, MySQL)

## education

**Continuing Education:** Completed 12 semester units in Java programming courses at Berkeley City College (2007-2008) and an introductory course in Ruby programming at San Francisco City College (2010) and introductory coursework in C++ at Oregon State University (2015).

### MLIS, San Jose State, 2000

Unique masters program with an emphasis on using Library and Information Science theory to create better information technology and systems

### B.A. in Philosophy, U.C. Berkeley, 1997

Curriculum stressed critical thinking, and written and verbal communication skills

# experience

## employment history

### **Self Employed**

#### **Senior Consultant / Technical Lead**

**December 2014 – Present**

- Advised early stage start-ups regarding technology and business practices
- Provided backend maintenance, development, and deployment of multiple WordPress, PHP, and MySQL powered Web sites
- As a contract technical lead with Clorox, oversaw the development of multiple brand Web properties including PineSol, Liquid-Plumr, and GreenWorks, and SOS and maintained and oversaw the development processes of the Clorox corporate Web site, including the annual report to shareholders
- Developed a Web service to manage Clorox's non-FDA regulated ingredients data using the PHP Slim microframework

### **PS|Ship**

#### **Director of Development**

**May 2016 – June 2016**

- Managed a team of four software engineers working on three product lines for Web and mobile

### **Liquor.com**

#### **Director of Engineering**

**June 2012 – November 2014**

- Multiplied unique monthly visitors and organic search traffic 10x or more year over year as executive member of product workgroup
- Lead software development strategy and architecture at Liquor.com, a leading Web site for cocktails and spirits content
- Worked hands-on with the code while collaborating with my reports to product a weekly release
- Implemented effective devops and agile processes
- Managed and recruited software engineers
- Participated in implementing and executing product management process
- Administered Linux / Nginx servers and coded in PHP, MySQL, JavaScript, HTML, and CSS for a WordPress based site with an additional relational data store
- Architected and deployed a rapid development framework for sweepstakes and contests using the Slim microframework, Twig templates, and the Propel ORM

### **TripIt / Concur**

#### **Senior Software Engineer**

**October 2011 – May 2012**

- Developed new enhancements and fixed issues on a highly successful Web based product with 5 million registered users
- Developed adapter to integrated TripIt's application emails with a new email service provider to handle over 100,000 emails each day
- Developed an A/B test for the company home page
- Contributed to a major refactoring of TripIt's HTML emails
- Worked with PHP, MySQL, Memcached and Symfony

## **Giftiki**

### **Consulting Platform Engineer**

**June 2011 – October 2011**

- Responsible for architecting, implementing, documenting, and testing of JSON based API for a financial services Web platform
- Provided API support for iPhone and Web client development
- Meticulously documented the API for internal and external users
- Worked with PHP, MySQL, Memcached and Thrift
- Mentored junior engineers

## **Taproot Foundation**

### **Consulting Web Application Developer**

**July 2010 - January 2011**

- Maintained a mission-critical PHP / MySQL application for an innovative, nationally recognized non-profit
- Worked with Taproot staff to identify core business needs, scope enhancements, and identify bug fixes
- Provided vital information through custom SQL queries of application database
- Made enhancements and built new interface features using HTML, CSS, and JavaScript

## **Enki Sports**

### **Web Application Developer**

**January 2010 - May 2010**

- Collaborated with business leads in product development, design, and marketing decisions in a tight-knit start-up environment
- Developed the company's public Web site using PHP 5, Smarty Templates, HTML, CSS, and JavaScript with JQuery
- Developed Enki-Train product using PHP 5 / MySQL and the Symfony Web application framework
- Designed, implemented, and maintained company's LAMP Web servers, Subversion code repository, and email system
- Hired and supervised contract developers

## **Marin County Free Library**

### **Electronic Services Librarian**

**July 2007 – January 2010**

- Developed and maintained a new Web presence for the Library using a content management system, HTML, CSS, JavaScript, XML, and XSLT
- Developed custom features and advanced functionality for the Library Web site using PHP 5 and MySQL
- Trained and coordinated business users in collaborative Web site editing using the Cascade CMS
- Improved and updated the library's legacy Web sites using HTML, CSS, JavaScript, Coldfusion, and PHP 5
- Installed and maintained server software on Linux Web servers using PHP, MySQL, Tomcat, and Apache HTTPD
- Provided technology leadership to Librarians and other information professionals
- Evaluated and supported library-specific technologies

**Lampfire Information Services**  
**Principal / Senior Consultant**  
**April 2001 – July 2007**

- Designed, implemented, and maintained Web sites and Web applications for clients using technologies such as PHP, MySQL, HTML, CSS, and JavaScript
- Provided the “online marketing consciousness” for clients requiring Web sites
- Conducted business development and maintained strong client relationships
- Managed other consultants including designers and programmers
- *See Consulting Project section below for more details*

**San Jose State University**  
**Instructor**

**November 2005 – December 2006**

- Taught graduate level course introducing students to a variety of Web technologies, including XHTML, CSS, JavaScript, PHP 5, and XML

**PaigeWarner Communications LLC**  
**Web Developer**

**July 2000 - April 2001**

- Developed Web sites using HTML, CSS, JavaScript, and PHP 4
- Provided usability and technical input to graphic designers
- Developed site architectures and input on marketing strategies for internal and client Web sites

**San Jose State University Library**  
**Computer Assistant**

**September 1998-May 2000**

- Provided end-user computer support for patrons and reference staff
- Instructed library users in the use of Web-based research databases

## consulting projects

### 2007

**Lyon-Martin Health Services** – Developed public Web site for well known San Francisco clinic. Utilized HTML, CSS, and JavaScript within a simple object oriented PHP 5 framework to auto-generate menus, centralize site metadata, and maintain a consistent look and feel during the maintenance lifecycle. Provided documentation and training to volunteer webmaster.

### 2006

**National Data Center** – Installed and maintained Unix based SFTP file sharing extranet for development team. Installed Trac bug tracking software.

### 2005

**Autodesk, Inc.** – Using PHP 5 and Oracle, architected and programmed the Finance Reporting Portal application, a mission-critical enterprise Web application used by Autodesk's senior executives, board members, Finance, and Sales Departments. Created business logic to accommodate issues driven by SEC regulations.. Used Oracle, PHP 5, and Smarty templates hosted on Sun Solaris servers. Integrated application into existing data warehousing infrastructure. Worked closely with in-house business and technical staff.

**State of California, Office of Statewide Health Planning and Development** – Integrated agency web site with agency's data warehouse using ASP.Net and Microsoft SQL Server in order to fulfill a legislative mandate. Collaborated with a team of data warehousing consultants and in-house IT staff. Developed Business Object Reports.

**Coit Services, Inc.** – Launched new web site for major carpet cleaning franchise. Wrote a custom content management system using PHP and MySQL. Integrated new site architecture with existing web applications. Managed site re-design, working closely with a graphic designer and branding consultant. Wrote new site copy.

### 2004

**Packaging Concepts** – Designed and implemented a LAMP-based online ordering and inventory application. Integrated application with existing company web site and oversaw the ordering of a dedicated Linux Server.

### 2003

**Sharp Electronics Corporation** – Developed a sweepstakes management application for an Aquos Television marketing campaign. Allowed entrants to register online, and marketing users to choose a random winner, view real time analytics, and export data. Used PHP / MySQL.

## references

**Provided upon request**

## case study: autodesk inc.

### **The Project**

Autodesk, a California-based Fortune 1000 company, was faced with a problem managing their internal financial reports. Their business intelligence solution was publishing information to multiple Web servers across the globe, creating data silos that prevented efficient access to corporate information by high level managers, including the COO. Autodesk envisioned a single sign-on Web portal that would centralize security around reports and implement controls around specific SEC regulations while still providing rapid access to data to employees in Europe and Asia.

### **The Solution**

When I was engaged, the business leads from Autodesk's Finance Department had developed a workable business requirements document. My first step, therefore, was to work with project managers and IT to create a project plan for a Web application that required a much more agile approach than they were used to. We eventually executed a process that began with a functional requirements document, was followed by prototyping two overall look and feels for the portal, and then a more specific design where HTML prototypes of the user interface were constructed and evaluated by the business leads. Once the interface was approved, I used the physical design and the business requirements document to design the database for the application in Oracle. From there, I wrote a middleware layer using PHP and Smarty templates that controlled security, document access policies, integration with Autodesk's data warehouse, and communication with the corporate Active Directory servers to allow users to use their normal user name and password to sign into the portal

### **Success**

Dubbed the Finance Reporting Portal (FRP), the application was launched in early 2005 with a projected operational lifespan of 18 months. However, because of its extreme stability, usefulness, cost effectiveness, and operational importance, the FRP continues to serve as Autodesk's main gateway for accessing internal financial reports a decade after its launch.

Using a number of metrics, including stability and cost, Autodesk's CFO determined that the FRP was one of Autodesk's top three most effective IT initiatives of 2005. The FRP was migrated to new hardware in 2010 and remains in use.

## case study: sharp electronics

### **The Project**

Sharp USA, a major manufacturer of consumer electronics, decided to run a promotional sweepstakes for Father's Day. They produced a national print, broadcast, and online advertising campaign and were ready to go except for one thing – they needed some way to gather sweepstakes entries from the URL listed in the advertisements, a method of merging these entries with additional "snail mail" entries, and an easy way of choosing a winner. Most importantly, they needed it in two weeks.

### **The Solution**

After hearing of Sharp's needs from a professional contact, I knew that I could easily solve them with a web application that would allow them manage the promotional sweepstakes. I would integrate an online form the public could use to automatically place their entries into a database, as well as a mechanism to allow the manual addition of snail mail entries. Finally, I realized that by using a simple script, the application could provide a mechanism for selecting a random winner.

Ultimately what I developed not only met each of these requirements, but also offered several additional features. The random entry generator, for instance, not only selected a winner, but also provided a list of likely duplicates to insure the contestant had conformed to the rules of the sweepstakes and only entered once. I also integrated an advanced search mechanism and XML export utility to allow Sharp to build contact lists based upon specific demographic information, and developed a suite of tools that delivered real-time statistical data to track the efficacy of Sharp's advertising campaign.

### **My Background at Work**

As an information scientist, this was an exciting project because it allowed me to design a system that gathered raw data and generated useful information. While my experience working with marketing professionals aided me in designing an application that achieved this end, my extensive experience as a web programmer gave me the confidence to implement the solution under extreme time constraints. Additionally, my knowledge of design theory allowed me to interface with the project's graphic artist in an effective manner. The client was extremely satisfied with the results.

