

Mike Fahy

Senior mobile application developer

mfahy@mikesomething.com

919-622-2289

EXPERIENCE

Lead Technical Developer, Co-founder

Phãcia Inc.

Raleigh, North Carolina (May 2011 - present)

- Work remotely and in-person with clients to plan, build and deploy consumer-facing **Android and iOS applications** and **HTML5/Javascript mobile Web apps** for pharmaceutical, publishing and health-care related brands.
- **Create and lead** nimble, cost-effective teams or work with existing client teams to design, develop and produce mobile applications on behalf of remote clients
- Actively participate in sales process, including pre-sale research, design and **product demonstration development**.
- Use **Objective-C/Cocoa (iOS), Java/XML (Android), HTML5, JavaScript (Ajax, JSON, jQuery, etc.), CSS, PHP, MySQL** and other technologies to develop mobile applications featuring innovative front-end interfaces and social networking components for new and existing brands.

Mobile and Web Application Developer

Tierra Innovation Inc.

Brooklyn, New York (October 2007 - August 2011)

- Work directly with clients and other team members to create world-class, **award-winning iOS applications** and Web sites, **Flash/Flex applications** and **HTML5/Javascript components** for **high-traffic, high-profile** media and publishing industry clients, including **NFL Network, Warner Brothers TV/Films, The CW Network, Council on Foreign Relations and IMAX**.
- **Develop, test, maintain and document** large-scale Flash and Cocoa-based Web and mobile software components. **Train client development staff** to maintain, expand and eventually assume control of each project.
- Create **award-winning** and timely **mobile apps (iOS, Android and Web-based)** on behalf of Tierra and major print-industry clients, **The Poetry Foundation** and **The New Yorker Magazine**. The Poetry Foundation's POETRY app earned a Color in Design award from Print Magazine and was featured among the **New York Times' top time-passing apps of 2010**. It also ranks in the top 3 percent of Apple's "**All Time Top Free iPhone Apps**" as of January 2011.
- Use **HTML5 multimedia, storage, device and connectivity APIs** within native and **Web-based mobile apps** to create both offline and online Web experiences for browser-based and app-embedded Web views.
- Use **HTML5, Flash/Flex, ActionScript, JavaScript (Ajax, JSON, jQuery, etc.), XHTML, CSS, PHP, MySQL** and other technologies to develop error-free Flash animations, video players, social networking components and front-end interfaces for new and existing high-traffic Web sites.
- Develop custom, client-specific **WordPress plugins** for multimedia presentations, sweepstakes management, video and audio playlist management and Facebook, Twitter and e-mail campaign support. Plugins and WordPress efforts on behalf of PBS Channel

13 were featured during presentations at WordCamp NYC and later released as part of **the open-source** Tierra WordPress CMS Toolkit.

- Designed and implemented user workflow and corresponding WordPress plugin to successfully leverage social networking to target multiple cable television providers and members of the general public. Developed at the request of WeddingCentral.com, the plugin includes user registration, sweepstakes management, leader-board reporting and **full Twitter, Facebook and email integration.**

Flash/multimedia and e-Learning developer

IBM Design & Information Development, Systems and Technology Group

Research Triangle Park, North Carolina (May 2003 - September 2007)

- **Lead and allocate resources for team of in-house Flash developers** working with designers, writers, subject matter experts and project managers to **develop and produce applications under deadline** according to the wishes and specifications of IBM and third-party clients.
- Create award-winning, Web-based, CD- and DVD-distributed, stand-alone applications for **product demonstrations, marketing programs and e-learning applications** for IBM employees and outside clients.
- Consistently win local and international level Society of Technical Communications awards for Online Communications, including consecutive **International Best of Show and Distinguished Communications Awards.**
- Use **Adobe Flash CS3 (and earlier Macromedia editions)** and **Director**; Electric Rain's Swift3D; Adobe **Photoshop, Illustrator and Premiere**; Sony (Sonic Foundry) **Acid** and **SoundForge**; and third-party **ActionScript, audio and video** editors to create training and demonstration programs for **intranet and World Wide Web use.**
- Follow developments and update skills in Web-based technologies such as **Flash, ActionScript, Apollo/AIR, Flex, OpenLaszlo, XHTML, DHTML, XML, Ajax, JavaScript, Java Server Pages (JSP), PHP and Perl** to produce interactive online applications and interfaces.
- Work with in-house designers, writers and project managers to develop and program applications under deadline according to the wishes and specifications of IBM and third-party clients.

Owner/Chief of Product Development

ExtraPress Inc.

Raleigh, North Carolina (July 2000 – May 2003)

- Ran **day-to-day operations** of boot-strapped, product-based startup company with focus on providing online solutions to help small- and medium-sized newspapers and publishing companies publish online editions of existing print products **without increasing technical staff.**
- Hired, led and assisted developers in the creation, improvement and maintenance of Web and mobile publishing solutions and accompanying **online and printed documentation, marketing materials and Web site promotions.**
- Provided **contract-based editorial, marketing and technical assistance** for third-party clients in publishing and marketing fields.
- Created and maintained **Flash and DHTML demonstrations and advertisements, technical reference documents,** and online **Frequently-Asked-Questions (FAQ) pages,** thus providing both **written and verbal support solutions** for existing and prospective customers.

- Created applications using **Flash 4/5/MX, PHP 3/4, JavaScript/DHTML and Perl** (5.003 and above). Also developed "helper applications" to allow remote editing, wireless content access, online payment/subscription systems, user authentication and general-purpose file transfer services. Depending upon the platform required by the client, helper applications were created using Perl, Perl/Tk, GTK/Perl, PHP, Java, AppleScript and other Open Source technologies.
- Established, administered and maintained Concurrent Versioning System (CVS) repositories to **ensure version control** for both stand-alone and Web-based applications under development by in-house and external programmers, designers, writers and artists.
- Made extensive use of **Macromedia Flash and DreamWeaver; Adobe Photoshop, Illustrator, InDesign and Acrobat; Corel Draw; Scalable Vector Graphics (SVG) and DHTML.**

Lead Software Developer AwayMed Inc.

Cary, North Carolina (January 2000 – August 2000)

- Interviewed, selected and led members of an in-house development team to create Web-based Physician's Portal that served as a gateway for **orthopedic practice managers** to access AwayMed's and partners' applications and **online content**.
- Leveraged Open-Source Web technologies (Linux, Apache, Perl, PHP and MySQL) to set up, develop and maintain corporate and consumer Web site and proprietary Web technologies at <http://www.awaymed.com> (*now defunct*).
- Led programmers in the development and maintenance of CGI, JavaScript, **Flash demonstrations and Apache module-based applications** (e.g., the AwayMed "Information Prescription") for the **delivery of physician-approved patient information** via the World Wide Web.
- Set up Microsoft Windows 98/NT staging and development Web servers for in-house creation of the AwayMed Web site and kiosk-based patient-information network.
- Developed Web-based tools for remote software installation, daily administration and monitoring of a growing net-based kiosk system.
- Extensive use of **Macromedia Flash and DreamWeaver; Adobe Photoshop, Illustrator, InDesign and Acrobat; Corel Draw; Perl, PHP, JavaScript and DHTML.**

Open-Source Developer Portal Editor IBM developerWorks Web portal

Research Triangle Park, North Carolina (Summer, 1999)

- **Collected, edited and published** white papers, tutorials and other content for IBM Web portal (<http://www.ibm.com/developer>) aimed at Open-Source technology developers.
- Helped develop and implement **sitewide style guidelines** to ensure each online article remained consistent, attractive and useful to Web professionals visiting the site.
- Worked with other editors, Web developers and technology professionals during beta tests and public launch phases of developing Web site.

**Creative Director/Owner
The New Studio**

Morehead City, North Carolina (Oct. 1995-Feb. 1998)

Raleigh, North Carolina (Feb. 1998-Jan. 2000)

- Turned freelance graphic design "side job" into full-time business with two-member staff and several freelance artists on call.
- In addition to The New Studio's own website, www.carteret.com, also **developed and maintained corporate-presence sites** for Tri-Stanna Industries, Leader Home Sales Inc., MasonArt, Encore Music and Bitter Pills greeting cards (among others).
- Develop World Wide Web-based applications for public and corporate use. Projects include **automated online newspapers** (e.g., The Wilson Daily Times' www.wilsondaily.com), real-time discussion forums and self-updating weather reports.
- **Write, design and edit newspaper advertisements, promotional fliers, online publications, catalogues and other marketing devices** for growing number of clients. Work extensively with **Adobe Photoshop**, PageMaker, **Illustrator** and Pagemill; Quark XPress; Corel Draw; Macromedia Freehand, DreamWeaver and **Flash (Then known as FutureSplash)**; and several other applications.
- Write, revise and edit **corporate and personal documents** for a variety of single-shot and long-term clients.

ACADEMIA

**University of North Carolina at Chapel Hill
School of Journalism and Mass Communication**

B.A. in Journalism/Advertising, May 1991

Academic honors include:

James M. Johnston Scholarship (4 years)

UNC Undergraduate Honors Program

AWARDS/RECOGNITION

Although I have been a member of several award-winning teams, the following awards showcase projects for which I was the lead or sole developer.

2010 Horizon Interactive Awards Gold Winner, Magazine/News Mobile apps category
awarded for POETRY iPhone app

W3 Silver Award 2010, Education and Reference & eBooks categories
awarded for POETRY iPhone app

Color in Design Award, Print and HOW magazines, 2010
awarded for POETRY iPhone app

2011 MediaPost Appy Award Finalist in Education category
awarded for POETRY iPhone app

Bob Tedeschi of The New York Times called POETRY an "essential" app when it appeared at the top of the NY Times print edition's Business section. POETRY has also been featured in

the Apple App Store's "New and Noteworthy" section, and it currently ranks within the all-time top 3% of free apps on the App Store.

The free app is available on the App Store and Android Market:

<http://itunes.apple.com/us/app/poetry-from-the-poetry-foundation/id370143863>

Interactive Media Council, 2010 Best in Class (Web Design/Development)
awarded for WNET.ORG multi-site network on open-source CMS

Silver Davey Award Winner 2009
awarded for WNET.org WordPress Migration & Deployment

As part of the customized CMS for this new multi-Website network, I developed a Flash-based "featured content" WordPress plugin and back-end management section to allow editors to add, remove, edit and promote video, articles and images for each site. The plugin has been used across several PBS sites with a variety of visual treatments with no additional modifications necessary to the underlying code.

Details of this project are available online:

<http://tierra-wnet-submission.tierra-innovation.com/>

The Webby Awards, 2011 Official Honoree, Guides/Ratings/Reviews category
awarded for *The New Yorker* Festival iPhone and Android apps

Of the nearly 10,000 entries submitted, the Official Honoree distinction is awarded to the top 10% of all work entered.

The free app is available on the App Store and Android Market:

<http://itunes.apple.com/us/app/the-new-yorker-festival/id389493525>

STC International Best of Show, Online Communications, 2004-'05
STC International Distinguished, Online Communications, '05-'06
awarded for IBM flash marketing and e-Learning development

- Society for Technical Communications 2006-2007 Triangle Chapter Excellence Award for Online Communications awarded for work on IBM DS8000 Storage Server Overview.
- STC 2005-2006 Triangle Chapter Best of Show Award / International Distinguished Award for Online Communications for IBM zSeries "Large System Thinking" e-Learning module.
- STC 2005-2006 Triangle Chapter Distinguished Award for Online Communications for IBM DS6000 Overview e-Learning module.
- STC 2004-2005 Triangle Area / International Best of Show Award for Online Communications for the IBM San File System Overview e-Learning module.
- STC 2004-2005 Carolina Chapter's Distinguished Award for the Autonomic Management Engine e-learning overview.

NC Press Award for Editorial Graphics
NC Press Award for Newspaper self-promotion
awarded for The Wilson Daily Times editorial projects

- Supervised the development and production of The Wilson Daily Times' National Newspaper Week special edition. The eight-page issue earned first place in the

- "Newspaper self-promotion" category of the N.C. Press Association's annual advertising awards. Also designed graphics and page layouts for the section.
- Earned 1994 Editorial Contest Award for Graphics, Daily Division (15,000-34,999 circulation), from the N.C. Press Association. for infographics and illustrations created on deadline within hours of assignment.