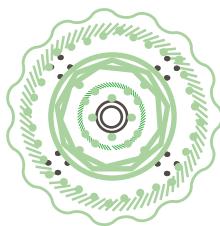


Bruce Blay  
Web Developer  
Frontend Engineer  
JavaScript Enthusiast



Dallas Texas  
214-208-3579  
[www.coolbrb.com](http://www.coolbrb.com)  
[bruceblay@gmail.com](mailto:bruceblay@gmail.com)

## Education ::

University of Texas at Arlington : 2011 - 2015 : Computer Science Software Engineering  
University of North Texas : 2003 - 2008 : Philosophy

## Experience ::

AmpThink ([ampthink.com](http://ampthink.com)) : Lead front end engineer : April 2017 - Present

Analytics Dashboard - My main project is a rewrite of an analytics tool which allows clients to monitor key points of interest for their Wi-Fi networks. Moved from a .NET environment to a more maintainable Javascript codebase, specifically using Ember.js. Implemented several backlog features, improved UI/UX, and am currently adding features as new use cases arise. Assisted in setup and management of Postgres backend with GraphQL as a bridge for flexible queries on the frontend. Deployed and managed versions for over 30 clients, each with massive datasets, primarily sports arenas and concert venues.

Captive Portals - Responsible for building, deploying, and maintaining captive sign on portals for venues with public Wi-Fi. These included standard Google Analytics as well as extra logging which would be useful for the custom analytics tool mentioned above.

Captive Portal CMS - A lightweight CMS for clients to manage copy and assets displayed in their captive portals. This gives the client a shared sense of ownership with our creative service while also massively reducing task switching internally. The CMS is an integrated part of the above mentioned analytics tool, but exists as a separate tool for quick mockups and demos that the client and the design team can see instantly.

Interactive Stadium Signage - Built interactive signage for clients using a CiscoVision environment with limited HTML, CSS, and JavaScript. Challenges included accessibility concerns, handling performance on machines with very limited processing resources, and working with a restricted version of Chromium.

Client Catalog - Designed, built, and maintained a client catalog for captive portals used as a single point of reference for current deployment states, a portfolio of work for new client pitches, and QA sign off from clients before deployment.

Warehouse Management Interface - Implementing a major overhaul of legacy internal tools for warehouse management. The older tools were built before Javascript was as capable as it is today and were written in a myriad of languages. Moving to a React frontend and purely Javascript backend helps with maintenance and extendibility.

V  
C  
•  
•  
•

Vinli (vin.li) : Web App Developer : October 2015 - April 2017

Vinli is a connected car startup with a robust backend platform built on Node and Elixir. They produce an OBD-II module and offers a suite of tools to monitor a user's vehicle telemetry and the data obtained through the diagnostics port. The front end team did 100% Ember.js development but were also deeply involved in API design.

Customer Service Interface - Lead developer for an internal tool which enables customer service representatives to diagnose, fix, or create issues for customers having trouble with their OBD-II module. Built with Ember, Hapi.js, and Postgres. Concerns included permissioning for third party service reps as well as keeping a history audit for any changes a rep might have made in error.

Fleet Management - Overview of devices owned by a company. Aggregate telemetry data to manage fuel economy, maintenance, and location of vehicles. Use cases included dealerships, ride sharing (Uber), and other logistics heavy industries using vehicles.

Vinli UI - Library of UI components written for Ember to be used across all front-end projects.

Third Party App Management - Tool for the Apps department to manage third party developers who wish to publish to the Vinli ecosystem.

Tools Used - Ember, SASS, Mocha, Docker, CircleCI, hapi.js, PostgreSQL, Node, Elixir, Go, AWS, Stripe, GitHub, Agile/Scrum.

---

70kft (70kft.com) : Web Developer : January 2014 - August 2015

Seventy kay-eff-tee is a digital marketing and branding firm that has a diverse customer base and makes innovative websites with design as a high priority. Elegant responsive solutions.

Client Websites - Built and contributed to dozens of client websites which used a variety of CMSs including Craft, ExpressionEngine, and WordPress. Many included ecommerce integrations. All were responsive. A typical project would include design handoffs, functional demos, extensive QA, and client training on their chosen CMS.

HTML Email Campaigns - Worked on the monthly newsletter, as well as several campaigns with region specific content.

Tools Used - HTML, SASS, Craft CMS, Wordpress, Bootstrap, MySQL, Ruby, Twig, LAMP, Browserstack, Expression Engine, Stripe, Vagrant, Basecamp, Adobe CS, Scrum.

---

Side Projects ::

In my off-time I pursue a variety of music, visual, and woodworking projects. Suffice it to say, I like using tools and making things. There are links to my audio/visual projects on [www.coolrb.com](http://www.coolrb.com)