

Jonathon Kresner

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Summary

- 7 years commercial experience in Microsoft .net technologies for companies around the world in Sydney, London & New York
- 10+ years software development incorporating a wide range of programming paradigms such as procedural programming with Basic & C, functional programming with Haskell, scripting with Perl & Javascript, object orientated design with Java & C#, using markup languages like HTML, XML, XSD, XSLT, SAML & ASP .net, relational algebra with T-SQL, PostgreSQL, SqlServer/SqlAzure & mobile development for iPhone + Android using Titanium Appcelerator.
- Worked on some of the world's highest scaling, transactional websites including retail banking site www.commbank.com.au (supports 15 million weekly visitors) and e-commerce travel site www.expedia.com.au (grosses \$2M per week)
- Holistic lead development & architectural experience on 5 greenfield (start from scratch) projects using varying approaches to Sql Server database design and alternate data access technologies like ADO .net (2.0), Linq to Sql, Entity Framework plus varying implementations of Service Orientated Architecture using OOAD (Object Orientated) design patterns and distributed system technologies like .asmx Web Services, WCF, OData, Ado .net/WCF Data Services, IBM Web Sphere, Windows Azure Inter-role communication & App Fabric Service Bus
- Extended bespoke CMS solutions & Microsoft 'Orchard' CMS Platform
- Experience with Enterprise cloud architecture using Microsoft Windows Azure
- Expert ASP .net knowledge including awareness of Application Lifecycle, Page Lifecycle, nuances between Classic & Integrated Pipeline (IIS6 vs IIS7), ASP .net extensibility via developing and configuring HttpModules & HttpHandlers. Also appreciate strengths & weaknesses of ASP .net Web Forms vs ASP .net MVC
- Versed in OO programming / C# 2.0 / C# 3.0 / C# 4.0 language features such as interfaces, abstract classes, virtual methods, generics, delegates / anonymous methods / lambda expressions, anonymous/dynamic types, extension methods, reflection & linq plus OO design patterns inc. singleton, factory, provider and more for D.R.Y. (Don't Repeat Yourself) style and high code maintainability.
- Used multiple client scripting & AJAX frameworks such as raw JavaScript, ASP .net AJAX, AJAX Control Toolkit, JQuery, MooTools & Titanium Appcelerator.
- Solid HTML & CSS with ability to hand-code high performance, clean/w3c html
- Strong grasp of website marketing, SEO and software usability gained while launching 2 startups & working closely with marketing teams at Expedia
- Experienced with website administration, health monitoring, diagnostics and reporting in shared, dedicated and cloud hosting environments
- Highly developed commercial acumen and entrepreneurial spirit valuable to projects demanding creative thinking and taking responsibility
- Solid communication & presentation skills with 2 years training in public speaking & chairing formal meetings with [Rostrum Speaking Club](#), Sydney City Chapter

Skills

Languages:	C#, C, JAVA, Perl, Haskell, Future Basic, XML, XSD, XSL
.net Framework:	1.1, 2.0, 3.0, 3.5, 4.0, ASP .net Web Forms, ASP .net MVC, WCF, WPF, WIF, Windows Azure SDK, Linq to SQL, Entity Framework, ADO .net 2.0, ADO .net Data Services, Unity IoC
Web Technologies:	Html, CSS, JavaScript, JQuery, MooTools, ASP .net AJAX
Mobile Technologies:	Titanium Appcelerator for iPhone + Android
Protocols	Http, ftp, POP, SOAP, TCP / Sockets, SMTP Email Delivery, NTLM
IDEs/Editors:	Visual Studio 2005-2010, Eclipse, Context, emacs, Titanium Studio
Databases:	Sql Server 2005/2008/R2, T-SQL / SQL Performance Tuning, MySql
Windows Services:	MSMQ, Win Performance Counters, Win Event Log, A. Directory
Development Tools:	Reflector, Perfmon, Diskmon, FireBug, IE Web Developer Toolbar, Fiddler HTTP Debugger, Cerebrata Cloud Storage Studio
Source Control:	VS Team Foundation Server, Perforce, Tortoise SVN, TortoiseHG
Cont. Integration:	Cruise Control
Other	SEO, Google Analytics, user testing & documentation

Company Description

Climbfind Inc. (www.climbfind.com) is a start-up in the indoor rock climbing industry focused on helping rock gyms become smarter; more tech savvy & sales focused via its "Social Site" platform.

Role

- Creative & coder of platform designed to boost member engagement, loyalty and retention via 'socializing' client websites and augmenting climbing facilities with QR codes and mobile technology to help members rate, interact with & generate climb content (like a 'Yelp' for climbs)
- Sales & pitching - winning 3 top tier clients in San Francisco, New York & Boulder, CO totaling \$50,000 in contracts before platform was built
- Client facing requirements elicitation, product feedback & customer support

Solutions & Technologies

- Platform runs on Windows Azure Cloud with SqlAzure database leveraging recent SqlAzure spatial support for SqlGeography / SqlGeometry types.
- Data Access Layer is mixture of EntityFramework 4, EF Poco Entity Generator and Ado .net 2.0 SqlCommand/StoredProcedure style repositories to accommodate spatial querying and sql/c# mapping.
- ASP .net MVC 3 with jQuery & unobtrusive validation for new consumer Climbfind website at www.climbfind.com
- Microsoft Orchard CMS for client "satellite social sites"
- Titanium Appcelerator for iPhone & Android mobile applications
- High availability distributed caching architecture with dedicated worker role running Memcached server and web roles running Enyim Memcached client modified to use protobuf encoding for increased bandwidth/CPU efficiency & 2nd level client side *System.Runtime.MemoryCache* to avoid inter-role round trips.
- Thinktechtecture IdentityServer STS (security token service) for enterprise grade seamless SSO (single sign on) across consumer site, satellite "Social Sites" & mobile apps with facebook OAuth integrated login & registration using C# facebook sdk.
- WIF Windows Identity Foundation for claims based authorization and authentication using IClaimsPrincipal with mixture of SAML and SWT token types across web app, app servers & mobile clients.
- WCF Rest based application layer powering consistent web & mobile functionality and Lucene .net + Azure Directory full-text based search engine
- Windows Azure Accelerator for Web Roles (WAAWR) to increase speed of deployment via Visual Studio click -publish directly to Azure environment as well as leverage role multi-tenancy.
- WPF for QR Code label printing desktop utility program interfacing with Brother Label Printer Com library.
- Silverlight for client side image resizing & uploading straight to Azure Blob storage using FJcore library and Azure Blob Shared Access Signatures.
- Windows Azure Queues and custom 'Alter Server' worker role for asynchronous distributed processing of application alerts and notifications sent by smtp and mobile push using Urbanairship rest API.
- Bing Maps Ajax V7 javascript control for rich visualization of polygons and contained climbing regions / locations of every country and province (state) in the world.
- Amazon S3 for cheap high availability blob storage and EC2 deployed web application for mobile photo uploads close to root storage to minimize bandwidth costs and latency.

Jun 10 – Dec 10: Equinox Fitness, Senior Developer (New York, USA)

Company Description

Equinox (www.equinox.com) is US nation-wide health club and fitness franchise positioned to the luxury end of the market with over 60 facilities across The USA.

Role

- Lead development of 'Online Membership Sales' project to change the organizations paradigm from exclusively selling membership physically inside gyms to selling to both consumer and corporate markets via the internet
- Support and streamline the Enterprise Service Bus SOA architecture by helping architect and build frameworks to expose, consume & instrument Java-based IBM Web Sphere web services for .net client applications
- Develop new .net 4.0 company base framework libraries common to multiple client application including functionality for identity, instrumentation, multi-tier caching & content management.

Recommendation on LinkedIn by Director, IT [Eswar Veluri](#)

"Jonathon is an outstanding programmer with an intellectual curiosity that many times helped to clarify and improve the specification for our Online Membership Sales Project. Quickly after arriving, he took it upon himself to engage in formally presenting ideas & feedback to non-technical management as well as mentoring junior programmers in the latest software trends and Microsoft technologies. He was the main force driving the organization to adopt Microsoft .net 4 and Asp .net Mvc 2 straight after they were released. He needs minimal managing which makes him a pleasure to work with. His work on extending our Content Management Systems was the key to finishing our project successfully on time. He is a technology leader and tremendous asset in any organization."

Solutions & Technologies

- ASP .net MVC 2 for web interface plus T4Mvc Text Transformation (.tt) scripts to remove magic strings when referencing MVC controllers actions and views
- WCF for consuming IBM Websphere Enterprise Service Bus architecture including custom WCF Message Inspectors, Behaviors & thread local cache for temporarily storing & retrieving messages from memory in case of faults
- 'Model first' Entity Framework 4 POCO generation for rapid data access layer and light weight EF4 independent domain objects.
- Unity IoC container forcing interface driven development, enabling plug and plug swapping of classes and easier unit testing with object mocking
- .net 4 System.Runtime.Caching for caching service calls using pre-defined per service operation cache keys
- Custom HttpModule and System.Diagnostics Correlation Manager to assign to trace events that occur between HttpApp Begin_Request & End_Request and publish to multiple listeners include Patterns & Practices Rolling log file from the Application Logging Block and well as Asp .net Web Page trace for live service call performance feedback during QA.
- Microsoft Patterns & Practices Enterprise Library 'Unity2' IoC (Inversion of Control) container for interface driven, dependency injection architecture
- Extended system.configuration to extend bespoke cms to include .config driven content management & A/B like testing over web farm
- ELMAH for error logging and reporting
- NUnit, MS Test, Moq & Resharper for Unit Testing.
- Developed on Windows 7 64 bit / Visual Studio 2010 using TortiseSVN & Visual SVN for source control.

Dec 09 – Mar 10: Commonwealth Bank Australia, Lead Developer (Sydney, Aust)

Company Description

The Commonwealth Bank (www.commbank.com.au) is Australia's largest bank with net profit of \$6 billion per annum, over 35,000 employees & two in-house data centers supporting its web infrastructure.

Role

- Lead research & development team on Windows Azure 'Proof of Concept' project to port Australia's busiest banking websites www.commbank.com.au to run on the Microsoft Windows Azure Cloud Platform.
- Produced enterprise cloud architecture patterns, practices and recommendations for future migration & greenfield Windows Azure development within the bank.
- Worked with & gave feedback to the Windows Azure Product Team, from Microsoft in Redmond during pre-commercial launch of the Azure Platform.

Recommendation on LinkedIn by manager [Brian Davis](#)

"Jon is a super-bright and creative guy with an excellent work attitude and outlook on life. He can quickly formulate solutions to technical problems and deliver them with just the right balance of high-quality and speed. Jon has great interpersonal skills and business acumen and can be relied upon to impress and inspire confidence with customers and clients."

Solutions & Technologies

- Seamless user authentication when moving between on-premises & cloud served pages using Federated Identity, SAML tokens (Security Assertion Mark-up Language) a custom built STS (Security Token Service) and WIF (the Windows Identity Foundation).
- Cloud to on-premises (Oracle) data access facilitated using Windows Azure App Fabric Service Bus by passing DataTable objects in the form of WCF (Windows Communication Foundation) binary serialized objects using the netTCP RelayBinding and App Fabric Access Control Service for security.
- Distributed non-sticky session state was supported by a custom ASP .net SessionStateProvider built to work with Windows Azure Storage (Table & Blobs) & ensuring all session objects were altered to implement ISerializable
- Multi-tenant application instrumentation & diagnostics, i.e. collecting and combining logs from thousands of simultaneously running machine instances was facilitated with the Windows Azure Diagnostics libraries, Azure Tables/Blobs/ Queues, MSMQ & a Windows Service to route the data to the on-premises Oracle database farm.
- Seed data priming & caching strategy utilized Windows Azure Storage Services, ADO .net Data Services and .net 4.0 System.Runtime.Caching
- Identity (user) & Principal execution context was passed over application infrastructure (cloud to various secure on-premises network domains) using WCF behaviors & .net 2.0 SOAP Extensions to ensure secure code execution.
- Cross-domain CSRF security (Cross Site Request Forgery) was achieved using WIF Claims Based Authentication and Authorization by extending the WSFederationAuthenticationModule.
- Developed on Windows 7 64 bit / Visual Studio 2010 using Team Foundation Server for source control and MS Test for testing.

Sep 09 – Dec 09: Expedia Travel, Analyst Programmer (Sydney, Australia)

Company Description

Expedia has around 8000 employees, is the world leader in online travel (flight/hotel booking) and the 3rd biggest travel company in the world.

Role

- Acted as substitute technical lead on Expedia Travel Asian Pacific sites including www.expedia.com.au/[.co.in](http://www.expedia.com.au)/[.co.jp](http://www.expedia.com.au)/[.co.nz](http://www.expedia.com.au) while colleague went on annual leave
- Managed OPM (Online Partner Marketing) development for partners Yahoo, MSN & Japan Airlines including their sub domains <http://yahoo.expedia.com.au>, <http://ninemsn.expedia.com.au>
- Implement affiliate network integration to track and report on sale leads plus calculate monthly commissions

Recommendation on LinkedIn by Head of Production [Jerome Touffe-Blin](#)

"Excellent developer, Jonathon has very strong business acumen on top of very good communication and technology skills. His can-do attitude, professionalism and sense of humor made Jonathon a great asset to the team."

Solutions & Technologies

- Developed Expedia Japan's package tour product line (<http://www.expedia.co.jp/tour.aspx>) using System.Xml for XML inventory feed consumption, Xslt for B2B XML document transformation, RSS/Atom/Custom XML feed surfacing & Asp .net 2.0 Web Forms, Controls and raw Javascript for consumer-facing page presentation.
- Architected distributed system solution for cross site affiliate marketing, tracking and reporting with LinkShare (www.linkshare.com) using cookies to track users, .Net 2.0 (.asmx) Web Services for saving events & data back to a remote Sql Server 2005 database and hand written T-Sql/Stored Procedures, Console Apps & Scheduled Tasks for daily reporting.
- Created affiliate partner facing interactive flight booking banner or 'wizard' builder. I.e. partners can generate their own correctly sized 'mini-booking-forms' for their websites using Asp .net for the builder page and custom, lightweight, pure client side Javascript, html and CSS for the interactive booking code deployed on partner's websites.
- Developed on Windows XP / Visual Studio 2008 using Perforce for source control and MS Test for testing.

Company Description

Climbfind is a start up in the Rock Climbing industry focusing on finding climbing partners for its users through the medium of social networking. It draws revenue from advertisers/sponsors and has had over 300,000 visitors since launch.

Role

- Founder & creative for the concept, brand and its strategic direction
- Built, monitor & maintain codebase / user interface of www.climbfind.com a custom built social network for rock climbers based on Microsoft .net technologies like SQL Server, C#, ASP .net MVC & jQuery
- Engaged in marketing activities including SEO (Search Engine Optimization), deploying "Widgets" on partner sites (<http://www.climbfind.com/partner-page>), facebook ad campaigns, YouTube viral videos, automated twitter integration (<http://twitter.com/climbfind>), forum infiltration & social bookmarking

Solutions & Technologies

- Hand written Sql Server 2005 database optimized using Sql Server Profiler and Query Analyzer to support activity from 8500 registered members, 1000 daily visitors & 2000 user added climbing destinations.
- Custom ORM (Object Relational Mapper) data access layer built on top of linq to sql & optimized in 'hot spots' using ADO .net to execute precompiled SQL Stored Procedures
- App data caching strategy using OOP Singleton pattern & .Net HttpCache
- C# 3.0 service layer to decouple Model and Presentation
- .net 3.5 WCF for consuming, syndicating and exposing RSS feeds
- .net 3.5 WPF for backend site monitoring and data maintenance
- Hybrid ASP .NET MVC Framework & traditional ASP .NET 3.5 Web Forms for web presentation.
- Integrated ASP .net Membership provider using CSS Adapters to override Render of Login & Membership controls for w3c friendly HTML/CSS
- Custom HttpHandler for on the fly resizing and client & server side multi-level caching of images
- jQuery Ajax forms, jQuery UI plugin integration for Rich UI
- Peter Blum JavaScript Validation Framework for client & server validation
- Integrated YouTube, Microsoft PhotoSynth and Microsoft Bing Mapping SDK for rich media experience.
- Google Analytics for analysis of top content and traffic sources
- Developed on Windows Vista / Visual Studio 2008.

Apr - Oct 2008: Altitude Business Systems, Lead Developer (London, UK)

Company Description

Altitude Systems (www.altitudesystems.co.uk) is a London based boutique software agency of around 15 employees that specializes in consulting and building solutions for the travel industry.

Role

- **Reassigned & promoted after two months from maintenance developer to lead developer** on greenfield project for travel start-up client eWaterways and **asked to extend contract at a 50% pay increase.**
- Participated in requirements analysis & lead team of 5 developers to deliver Phase 1 of the 'Small Ships Register' (www.ewaterways.com), an international database of small vessels hooked into a 3rd party booking engine.

Solutions & Technologies

- Web UI built on ASP .NET MVC Framework (migrated from Preview 2 to 3 to 4 to 5) combined with jQuery for rich user experience.
- 'Plug & Play' ORM data access layer for rapid application development utilizing C# 3.0, Linq to Sql, generics, abstract classes, interfaces, virtual methods, extension methods & reflection.
- Sql Server 2005 backend, SQL Profiler to analyze database traffic / query performance & tune indexes.
- Extended in-house Asp .net Web Forms CMS to manage and transform XML documents using Linq to XML & XSLT.
- Developed on Windows Vista / Visual Studio 2008, Cruise Control continuous integration, Tortoise SVN for source control & MS Test for unit testing

Jan – Mar 2008: Rank Angel, ASP .Net Developer (Sydney, Australia)

Company Description

[Rank Angel](http://www.rankangel.com) is a 3-man start up in the search marketing space focused on improving client search ranking and online marketing.

Role

- Front end development resource
- Feedback on product design & development

Solutions & Technologies

- Delivered first iteration of www.rankangel.com a consumer facing website that monitors and graphs search ranking performance in Google, Yahoo, Live (now 'Bing') & other search engines ASP .NET 3.5 Extensions MVC Framework a.k.a. "Preview 1" (3 weeks after release)
- C# 3.0, linq, Custom Javascript and jQuery plugins with WCF JSON serializer to consume and present data served from services layer
- 3rd party Component Art Web Charting Controls for graphing website ranking performance

Feb 05 – Nov 07: Preparty Pty Ltd, Founder (Sydney, Australia)

Company Description

Preparty was a start up in the events industry focusing on connecting consumers with events service providers (venues, entertainers etc.) and collecting listing subscriptions.

Role

- Founder & creative for the concept, brand and its strategic direction
- Designed & built www.preparty.com, an Australian based interactive event planning website
- Sales & lead generator, sourced **over 100 high profile customers** from the Australian venue & entertainment industries through cold calling, client meetings, email campaigns and industry networking

Recommendation on LinkedIn by project performance consultant [Corneliu I. Tusnea](#)

"Jonathon is an amazing guy with very strong dedication and work ethic. He's driven by ideas and strong wish to succeed. A self-thought .Net developer, focused on quality and constant learner, Jonathon proved to be a strong customer with high expectations and strong focus and determination. A real pleasure to work with while finalizing the release of his website."

Solutions & Technologies

- Website UI built on ASP .net 2.0 (migrated from 1.1) with c# service layer and ADO .net 2.0 data access using SqlCommand, SqlConnection & TransactionScope objects.
- Ants Profiler to memory profile and stress test for up to 8,000 concurrent users and 100,000 registered users.
- ASP .net AJAX Framework & Microsoft AJAX Control Toolkit for rich electronic invitation builder UI.
- Integrated Virtual Earth Maps (now 'Bing maps') facilitating directions to venues / events, Moo Tools Photo Slideshow Gallery showing venue look & feel, Wimpy MP3 Audio Streaming for playback of performer/entertainer audio samples.
- Custom built workflow engine (pre Windows Workflow Foundation) to guide user through the steps of organizing an event (e.g. find venue, built guest list, design invitation, book entertainment etc.) making sure the user is directed to the next appropriate .aspx page each time they log back in.
- Incorporated 'Hurricane' SMTP email deliver server and designed the application architecture to facilitate mailing best practices including SenderID, Domain Keys, automated bounce processing, Feedback Loop processing & user unsubscribing to maximize inbox deliver past SPAM filters.
- Deployed Windows Services to run daily functions such as user reminder notifications via email and mobile text messages (SMS) web service.
- CSS Adapters to override unfriendly automated html generated by ASP .net DataList & various other Asp .net Controls
- PayPal integration for collecting payment on event ticket purchases

Education

University of New South Wales (UNSW) – Sydney, Australia, 2006

- Combined Bachelor of Computer Science / Arts (BSc/BA)
- Major in History
- Graduated with High Credit average

High School Certificate at Moriah College – Sydney, Australia, 2001

- University Admission Index of **98.35/100 (Top 1.65% in state of NSW, Australia)**
- Top of the State in Music Performance (Tenor Saxophone)
- House Captain / Prefect facilitating weekly student meetings around 250 students