

James Butler

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Developer
WebArchitect
Internaut

Professional Objectives

- Define processes and implement strategies for web projects
- Leverage network psychology and new technologies for improved human interaction
- Build cool projects with cool people

Employment History

Meta Platforms, Inc. : June 2022 – Present

*Production Engineer III / Web Efficiency Technical Program Manager
HCLTech on assignment to Meta: Senior Technical Lead*

Working as a contractor for this Global Powerhouse with the **Web Efficiency** and the **Programming Languages & Runtimes** teams to diagnose performance issue root causes and assist a wide variety of Software Engineers to resolve those issues. Our teams are responsible for ensuring that the ecosystem including **Facebook/Instagram/Messenger/WhatsApp/MetaQuest** and other applications maintains superior performance characteristics and resolving performance problems quickly and correctly.

During my time with Meta, I have **authored several tutorials** regarding how to perform these tasks that are widely-used within the company by engineers looking to improve their own work's performance, and looking to investigate performance issues within their own teams.

Regularly participate in high-level infrastructure and capacity planning sessions across multiple teams. Top-level oncall for efficiency support, as well as being an oncall in rotation for the performance team. Direct supervision, training and mentoring of one supporting Production Engineer.

Dental Game Plan : January 2020 - February 2022

Senior Developer / Web Developer / Process Designer / Application Builder

Tech stack includes: **Linux, Apache/Nginx, MySQL/CouchDB, SSH, GIT, PHP, HTML, CSS/Sass, jQuery, Codeigniter3/4** and a variety of remote tools (**Slack, ClickUp, Zoom, etc.**)

Leading a development team of 3 programmers and 1 graphic designer in the creation of a call center/marketing operations center application to replace the combination of Five9, Infusionsoft and Zoho. Currently over 70 active agents calling on behalf of over 160 active dental clients. Agents inside of the call center and working remotely from locations all over the world work marketing, recall and treatment acceptance programs, and manage office appointment schedules.

The application is driven by a **unique workflow which I designed and built** that allows clients to manage their own contact patterns with options for contact timing, contact types and contact scripts, including voice, email and SMS messaging. Contacts use **API connections** to Amazon Connect (voice), SendGrid (email) and Twilio (SMS). MySQL **master/slave servers** and all application and backup servers running on Amazon AWS instances that I provisioned and maintain.

HandcraftedModelShips.com : April 2014 - December 2019

Web Developer / Process Designer / Application Builder

Managed 13 web properties, including custom **PHP/MySQL** websites and one **Wordpress** site. E-commerce websites used custom shopping carts deployed across multiple domains. **Payment gateway API connectors** included Authorize.net, Payeezy, SkipJack and Paypal.

Designed and built many web-based applications for end-to-end, enterprise-wide inventory and product management, production manufacturing management for our overseas factories, employee task tracking, warehouse worker deployment, and warehouse product tracking, among others.

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Contract Web Developer : July 2012 - April 2014

The Welch Group : March 2012 - July 2012

PHP / HTML5 Developer

As a contractor with Robert Half Technologies in Los Angeles, I built early iterations of The Welch Group's proprietary video product using PHP, MySQL, Javascript, JSON, CSS, HTML5. Built a custom shopping cart integrated with Authorize.net's CIM framework.

The Criminal Defense Group : 2001 - March 2012

IT Director, Web Developer, Web Marketing Director, Application Developer

Managed a single-office network of 25 Windows workstations, 2 dedicated Red Hat Linux servers, and provide remote technical support to several hundred attorneys nationwide.

Developed proprietary marketing tools for extremely broad online campaigns with a monthly spend of over \$60,000 and monthly Internet revenues of over \$400,000.

Internet Society - Los Angeles Chapter : 1998 - 2010

Board of Directors Chairman, Chapter Trustee and Education Committee Chair

Working with this chapter of the international organization.

Dedicated to promoting Internet knowledge, working to develop Educational applications for the Internet, and protocols for Internet activities through the Internet Engineering Task Force (IETF), a branch of the Internet Society (ISOC). We are officially the largest ISOC Chapter, with over 400 members, state-wide.

XactImage : 1999 - 2000

Application Developer

Working with this Los Angeles-based web production company. Among other activities, I developed the programming for a 'proof of concept' for Fairchild Corporation, a major aerospace parts manufacturer. The proof of concept demonstrated how their web presence could integrate with their in-house inventory chain to enable vendors and suppliers to interact directly with Fairchild's product management system. By re-purposing existing forms for use on the web, my solution maintained a low learning curve, making for a quick rollout and potentially reducing errors and improving the efficiency of their product delivery stream.

Novomind (formerly 'eBrain') : 1998 - 2000

English Artificial Intelligence Developer

Working with this German company during development of their proprietary C++/Java engine, I cleaned up and augmented the translated 'brain' for their 'Virtual Agent' web-product. This involved adjusting the translated output and creating patterns and rules for the interaction between the Agent and the site visitor. (See Novomind.com for a demonstration of the current implementation.)

Instructor, Internet Programming : 1996 - 1999

Glendale Career College, Glendale, California

Taught a popular course in Web Design, Client-side programming (HTML, Javascript, CSS) and digital graphics production

Education

1996-2000: Certified by the State of California to teach Multimedia Production to all age groups
Platt College, Eagle Rock, California: Sept 1995: Graduate with Diploma in Computer Graphics and Design

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Development Environments and Tools

Production Environments:

Linux, Unix, Windows95/98/NT4/2000/XP/Windows7, Macintosh 7-OSX

Networking Environments:

Servers: Linux, Unix, Windows NT 3.5-XP;
Apache Web Server (LAMPP), Sendmail and Postfix Mail Servers, SELinux, Bastille
Workstations: Windows95/98/2000/XP/Windows7; Macintosh 7-OSX
Secure Wireless

Miscellaneous Platform Experience:

Oracle 8i, Novell 3-4, MS-DOS 3-7, BeOS, PalmOS, WindowsCE;
BlackBerry, iOS (iPad, iPhone, etc.); webOS (Palm); Android

Production Software

All **webpage programming** is developed either using a simple text editor or an IDE, like Eclipse with the CVS plug-in. Other project-oriented software includes NetObjects Fusion 1-3, MS FrontPage 97-3, MS Project98, Dreamweaver and other web authoring programs. Well-versed in **Git** version control system, and **MVC** development environments such as CodeIgniter 3 and 4.

In addition, at the request of my clients, I have developed several websites using various Content Management Systems (CMS) such as Drupal, Joomla and Wordpress. These include customized base applications, custom plug-ins/add-ons/modules, and expansions of existing community work.

Web programming languages include PHP, PERL, WAP, XML, RSS, Javascript, HTML, CSS, JSON, jQuery, and, to a lesser extent: ColdFusion, Java, VBScript and others.

Database software includes MySQL/MariaDB, MS-SQL, a little Oracle 8i, some PostgreSQL, various Berkley implementations and Microsoft Access and Excel.

Materials production software includes Macromedia Director 3-8 and all versions of Flash (even back when it was being developed by FutureSplash!), the GIMP, Inkscape and other FOSS tools, and Adobe products including Photoshop 2-6, Illustrator 3-8, Acrobat 2-5, and PageMaker 3-7. Audio development and manipulation has been done with various audio programs including Sound Forge 2-6, Audacity and Cakewalk 7.

3-D Virtual Reality production has been accomplished with software from Lightwave, Virtus, Caligari, and most recently with SGI/CosmoSoftware's outstanding CosmoWorlds. During Game Production, our team used Kinetix 3D Studio with custom Photoshop scripts and masking effects and the DOS-based Game Creation System (GCS).

Regular **production networking** activities utilize various conferencing, shared environment, CVS, telnet, FTP, system status, remote control, and high-level browsing software. Extensive shell scripting. Frequently involved in beta-testing and professional developer programs for major manufacturers.

As the **IT Director** for a large law firm, I had to troubleshoot and modify all kinds of workstations and servers, both local and remote. I regularly trained and assisted employees of the firm in the operation of their systems both in the primary office and remotely with employees all around America, and I frequently performed computer forensics tasks to aid in the development of legal defense positions. During these activities, I worked intimately with all of the major operating systems, several brands of personal and handheld devices and all of their attendant communications protocols ... along with a wide variety of personalities.

For more information, examples and media appearances, please visit <https://jamesbutler.net>