

# Cliff Hall

## Front End Developer

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### Summary

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Experienced developer with a deep passion for solving problems, building software, learning, and mentoring.  
Authorized to work in the US for any employer • Remote corp-to-corp positions only

### Skills

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**HTML** (10+ years) • **CSS** (10+ years) • **JavaScript** (10+ years) • **ES6/7** (5 years) • **Node.js** (5 years) • **React** (2 years)  
• **Redux** (2 years) • **Material Design** (3 years) • **Bootstrap** (3 years) • **Firebase** (3 years) • **NoSQL** (10+ years)

### Experience

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#### Futurescale, Inc - Jonesborough, TN

President

2004 to Present

Self-employed Independent contractor providing software architecture, design, and development.

- **Client** • **IndeeLabs, LLC** • **July 2018 to Feb 2019** • Implemented profile management, portfolio trading chart interaction, and cloud functions for communication with exchange aggregator services for this cryptocurrency startup's web application *Olympus*.
- **In-house** • **Jan 2018 to Present** • Devised and built *In-App Pro Shop*, an Ethereum blockchain-based system for managing in-app purchases minted as non-fungible tokens that can be sold or traded on the open market.
- **Client** • **Drewmedia, Inc DBA Grow** • **Oct 2017 to Jan 2018** • Added sitewide animation and other interactive features to YouTube's social web game *Deja.View*.
- **Client** • **On // Off Art, LLC** • **Mar 2017 to Present** • Lead the architecture and development of *Culturalyst*, a web application for bringing together local artists and patrons in the world's cultural centers.
- **Partner** • **Infinite Everything, LLC** • **Jun 2016 to Present** • Created *Sinewav3*, a plugin-based 3D visualizer for the production of music videos.
- **Partner** • **Creativity Hacker Press** • **Jan 2016 to Present** • Designed and built *Page Fight*, a web app that gamifies actionable feedback for book marketing.
- **Client** • **Morgan Stanley** • **May 2013 to Nov 2015** • Led ongoing development during Flex to HTML5 migration of *Matrix*, a multimillion-dollar modular application for financial analysis and trading.
- **Clients** • **2004 to 2013** • **Adobe Systems** • **Assurant / Recfin** • **Avtec Systems / RT Logic** • **Effective UI** • **Cisco Systems** • **CoreLogic / Dorado** • **JITC** • **The Jockey Club** • **J. P. Morgan Chase** • **Harley Davidson** • **Lockheed Martin** • **ManyOne Networks** • **NYK Logistics** • **State Street Bank** • **Reputation.com** • **Universal Mind** • **US Strategic Command** • **Verizon Wireless** • **Weight Watchers International**

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## Experience (continued)

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### Register.com, Inc - New York, NY

Senior Developer / Tech Lead

2001 to 2004

For the second largest Internet Domain Name Registrar, I performed intensive Java/J2EE/EJB component design and development in a large enterprise environment.

- Technical lead for mission-critical Registry Communications J2EE components
- Extensive design of XML Schemas for component configuration, using XOM for creating Java document object models
- Creation of persistent Java object storage and cache facility using JISP
- Architect and implement Validation Rules engine, which led to the creation of a new J2EE pattern for Contextual Command Validation
- Co-architected and developed DNS provisioning component, using EJB session, entity and message driven beans, JDBC for pure database reads and JCA for filesystem access

### About.com, Inc - New York, NY

Application Developer

1999 to 2001

For one of the Internet's most traveled reference sites delivering custom content to millions of people daily, I worked on financial aspects of the business as well as features of the public facing site.

- Aggregate and process traffic and metrics from Oracle, MS SQL Server, and MySQL for internal revenue reporting, distributed workforce payroll and profit-sharing, demographics research, and our in-house sales order system
- Enhancing and optimizing content management tools used by the Guides to upload, index, and schedule release of static and dynamic content
- Building internal forum application for Guide communications
- Creating dynamic interface elements for navigation of our public forums
- Pioneering pre-RSS XML data sharing to embed syndicated content
- User customization features for site personalization and search
- Integrating traffic analysis with survey results to generate more accurate 'related site' links as well as target demographic ad positioning

## Education

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### Cerritos College - Cerritos, CA

Computer Science / Astronomy

1982 to 1983