

## Curriculum Vitae: **Sam Easterby-Smith**

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### **Summary**

I am an experienced software developer who has been writing code since the age of 4. I have worked extensively on educational software projects, games, databases, websites and the development of data exchange standards throughout my professional career. Currently I am building up a portfolio of iPhone software through my company Spotlight Kid Ltd.

My key strengths lie in developing technological ideas with a focus on interconnectedness and user experience. I have a particular passion for user-interface design and turning complex propositions into easily graspable solutions for end-users. I rapidly turn my hand to new technologies and relish the challenge of creating new and innovative applications.

### **Current enterprise: Spotlight Kid Ltd (Director)**

Spotlight Kid is a my Manchester-based software development and consultancy agency specialising in mobile (iPhone) applications, web APIs and social technology. I offer applications direct to consumers through the iPhone App Store as well as bespoke contract solutions particularly for clients in the entertainment, education and arts sectors. At present it is operated by myself with access to a network of other talents as required by a given project.

### *Active projects*

**Gigometer** is an an application for iPhone and Mac Dashboard which provides details of upcoming music events in major cities across the world. The software takes information from community-maintained sources including last.fm and employs geolocation technology to identify nearby events. The Dashboard version was first released in October 2008 and has seen over 20,000 downloads. The iPhone version is freely available on the App Store and has several thousand active users. For downloads see: **<http://spotlightkid.co.uk/gigometer>**

**Festometer** is a white-label derivative of the Gigometer suitable for use by participants of festivals and conferences. The tool enables participants to get live event information connect with other attendees through social networking. This will be available on the iPhone platform and will be trialled at the upcoming **Future Everything** conference in Manchester.

**reseume** is a desktop, open source CV building and management tool based on the **Europass** document and XML formats. It is part of **Rhizome**, a project funded by the European Union through Eduserve and Kings College London.

I have also been working on prototype applications including an **Augmented Reality** framework, a location-aware **Five Quid Lunch** finder (both on iPhone) and am developing a hybrid online/print publication called the **Manchester Aggregator**.

### **Previous employment**

#### *CETIS / University of Bolton (Standards Implementation Support)*

2004-2009 : I worked at the Centre for Educational Technology and Interoperability Standards (CETIS) at the University of Bolton for 5 years, both as a researcher/developer and providing

advice on the use of technology and data-exchange standards to many software development projects at universities across the UK and Europe, principally those funded by JISC.

My more technical work included constructing custom tracking and aggregation solutions for project outputs, working on the influential XCRI specification for machine-to-machine publishing of university course catalogues, and keeping abreast of current developments in e-learning, standards, APIs and related technologies.

During the course of my employment I have spoken regularly at conferences and workshops, as well as written about and reported on project activity and wider trends in the e-Learning sphere.

### ***Can Studios Ltd (Programmer)***

2000-2004 : My role at Can included development of courseware and delivery software based on Flash and Shockwave. During this time I also worked on and implemented the IMS QTI specification for delivery of online educational assessments.

### ***And previously...***

I worked as a database administrator and project co-ordinator at John Mowlem PLC. I have also worked as a TEFL teacher in Romania and as an actor, barman, fundraiser and amusement park ride operator in Lancaster and Morecambe.

## **Education**

I am mid-way through undertaking an “MA in Learning With Technology” at the Institute of Educational Cybernetics, University of Bolton. I have no first degree. A-Levels in Mathematics, Physics and French.

## **Possibly Relevant Skills**

### ***Up-to-date technology experiences include:***

- Mac OS and iPhone: Cocoa, Cocoa-touch, Objective-C
- The Web in all its glory: PHP, Javascript, HTML, CSS, Rails, Perl, Widgets, Wave
- Server technologies: Linux, Apache, MySQL, webDAV, LDAP
- Data interchange standards and APIs: SOAP, REST, XML, RDF, Atom, RSS
- Authentication and cryptography: openID, oAuth, SAML, SSL
- Educational technology specs: XCRI, IMS QTI, Enterprise, LD, Content Packaging

### ***Modelling, prototyping and project management:***

- Rapid collaborative prototyping
- VSM and cybernetic modelling
- Software & process modelling: UML, BPMN
- Enterprise architecture: TOGAF (certified) and Archimate
- Specification development, risk analysis, project planning and QA
- Agile development, Open Source, SCRUM, JAD

### ***Other things you should know about me:***

- Languages spoken: English (native), French (fluent), Romanian (rusty)
- Creative endeavours: Psychedelic music, documentary photography
- Sport and recreation: Cycling, food, real ale, travel
- Clean driving licence.
- Proud father of two.