

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

This revision: 22 July 2010

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## **Summary**

I am an experienced software developer who has been writing code since an early age. I have worked extensively on educational software projects, games, databases, websites and the development of data exchange standards throughout my professional career.

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 concepts 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**

Spotlight Kid is my contracting and consultancy business specialising in developing mobile applications, web APIs and social technology. I offer applications direct to consumers through the iPhone App Store as well as bespoke solutions for clients particularly those in the entertainment, education and arts sectors. I have also been offering workshops and training services - on one hand training developers coming from other platforms in the dark arts of iPhone coding, as well as more high-level discussions of mobile and social media strategy.

While the business is currently just myself I have access to an extensive network of collaborators as required by a given project.

## *Selected projects and contracts*

### **The Times iPad Edition** for News International

A high-profile project in which over the course of 3 months I was part of a rapidly growing team of developers charged with taking a prototype newspaper reader app to production readiness for the UK iPad launch. This has been a fascinating and exciting mission both in terms of technical challenges as well as being at the heart of a bid for re-invention of the newspaper industry in general.

### **In The City** with Cahoona Ltd

ITC is an influential music-industry conference and festival in Manchester and brain-child of the late Tony Wilson. In partnership with award-winning design and web agency Cahoona I will be developing an iPhone and iPad solution to help participants navigate through the bewildering array of festival events in 2010. The tool will (as far as possible) be based around open standards and open data.

**Gigometer** is 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 to identify nearby events. The Dashboard version was first released in October 2008 and has seen over 20,000 downloads. The iPhone version is available on the App Store and has thousands of active users. For downloads see: **<http://spotlightkid.co.uk/gigometer>**

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/mobile/tablet publication called the **Manchester Aggregator**.

## **Previous employment**

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

2004-2009 : I worked at the JISC Centre for Educational Technology and Interoperability Standards (JISC CETIS) at the University of Bolton, 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. I spoke regularly at conferences and workshops, as well as written about and reported on project activity and wider trends in the e-Learning sphere.

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.

### *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 but consider my industry experience of equivalent value. 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
- Educational technology specs: XCRI, IMS QTI, Enterprise, LD, Content Packaging

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

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

### *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.