

David A. Magalnick

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SUMMARY:

- Chief Architect, Software Development Manager with a hands-on approach to leadership, Lead Applications and Database Developer, Project Manager
 - PHP, SQL, Perl, JSON, jQuery, REST API, MongoDB, AJAX, Javascript, LAMP, Laravel, XML, HTML, HTML5, CSS, Bootstrap, LDAP, Agile Development, Object-Oriented Programming
 - Mathematically and Analytically Inclined, Detail Oriented, Effective Problem Solver, Quick Learner, Entrepreneur, Driven to Succeed
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WORK HISTORY:

IMD Squared, Inc. (www.imd-squared.com), San Diego, CA

03/2012 - present

Chief Architect; Software Development Manager

- Architected a web-based SaaS gateway to allow users to encrypt files for storage on a public cloud service like Dropbox. This application was designed with a modular approach so that any cloud storage provider could be accessed through their API. The application also includes encrypted file sharing using a public key so that the user never has to give out the private encryption key. Co-hosted a booth at CES Eureka Park to showcase the application.
 - PHP, MySQL, JavaScript, jQuery, AJAX, JSON, HTML5, CSS
- Increased security by implementing encrypted communication between servers so that internal applications like billing and the web gateway could call the backend API without concern about the requests being intercepted. This internal communication encryptor is currently being redeveloped so it can be licensed and sold to other companies with similar needs. Manage a team of developers on this monetization project.
 - PHP, Perl, Team Management, Project Management
- Built a network of Linux servers on bare metal hardware and set up a secure hosting environment where the servers could communicate with each other on internal network IP addresses, and only the web servers had external IP addresses. Set firewall rules so that only the web ports would be available to the outside world. Rebuilt the Linux servers as VPSes and emulated a similar secure hosting environment using virtual cloud servers. Set up git repositories on the servers to host the source code running the encryption gateway and the encrypted communication application.
 - Ubuntu Linux, Apache, git

Phone.com, Inc. (www.phone.com), San Diego, CA

07/2012 - present

Lead Software Developer

- Project lead and lead developer on a new number search utility that allows customers to search for and reserve phone numbers before signing up for service. Increased revenue and signups by introducing "premium" numbers on a large scale, and by making the number selection process much easier than before. Saved \$15,000 / month in lost revenue by preventing fraudulent signups from stealing phone numbers without a valid credit card.
 - Team Management, Perl, mod_perl, MySQL, JavaScript, jQuery, AJAX, JSON, REST, HTML5, CSS, Bootstrap
- Lead developer and team manager on a complete overhaul of the marketing website, the customer signup process and the application control panel. Within the first week after going live, daily signups had tripled; after six months, signups increased tenfold. Implemented third party analytics tools on the signup and checkout processes to help the marketing team track signup and conversion rates.
 - Team Management, Perl, mod_perl, PHP, MySQL, JavaScript, jQuery, Laravel, AJAX, JSON, HTML5, CSS, Bootstrap, WordPress, Google Analytics, Segment.io, Mixpanel, Marketo
- Easier access to a tool is of course followed by increased hacking. Wrote a rate limiting algorithm using IP address checking, device fingerprinting and captcha to help prevent fraudulent signups. Developed database monitoring scripts to track down fraudulent call and SMS activity.
 - Perl, mod_perl, MySQL, MongoDB, JavaScript, jQuery, AJAX, JSON, HTML5, CSS

- Project lead for a major overhaul on pricing, which included a tiered pricing structure to give discounts at certain quantity markers. Saved over \$26,000 / month in lost revenue by identifying a percentage of customers affected by this new pricing structure and preventing a gap in their billing.
 - Perl, mod_perl, MySQL, MongoDB, Project Management

Tech4Learning, Inc. (www.tech4learning.com), San Diego, CA

04/2008 - 07/2012

Lead Web Applications / Database Developer; Linux Server Administrator

- Lead developer on a web application and API that allows the company's desktop and web-based software applications to save student projects remotely onto the web application's server. Wrote the full API, as well as the web based admin tools to allow teachers to manage their students' projects. Architected a 100+ table database schema to handle all the different options that the multiple software products offered. Programmed the login to allow authentication via the local database, external LDAP or an OAuth compatible site like Google. Built a fleet of servers to host the API, file storage, database and admin tools for QA and production environments. Authored the specification documents for the application developers to use the API and for the QA team to test.
 - PHP, MySQL, JavaScript, jQuery, AJAX, JSON, HTML5, CSS, XML, LDAP, Active Directory, OAuth, openSUSE Linux, Apache, Project Management

EMD Chemicals Inc. (www.emdchemicals.com), San Diego, CA

06/2005 - 04/2008

Senior Web Developer / Analyst; FreeBSD UNIX Server Administrator

- Developed a chemical substructure search engine where a user could draw a partial chemical structure on the web UI, and the search engine would compare the substructure to the entire database of products. Note that this is the coolest project I've ever done, and the coolest product in the database was cobra venom.
 - Perl, mod_perl, MySQL, JavaScript, AJAX, XML, HTML, CSS
- Project lead for the ERP migration, in charge of the application changes for the entire global bioscience division. This included all code and database modifications and specification documents. Led a small team of consultants to help with the migration.
 - Perl, mod_perl, MySQL, Oracle, SAP, SOAP, XML, Project Management
- Compiled a server kernel and entire operating system from source code because certain aspects of the company's web application were tied to an older version of Perl that was no longer available on newer environments.
 - FreeBSD, Perl, shell
- Decreased website page load times by 90% by streamlining the site navigation and implementing a third party search engine.
 - Perl, mod_perl, MySQL, JavaScript, AJAX, XML, Project Management

Memec, LLC (Acquired by Avnet in 2005, www.avnet.com), San Diego, CA

07/2001 - 05/2005

Senior Web Developer

- Designed the database and developed the administrative maintenance tools for a ground-up rebuild of the corporate website. Modules on this site included a custom content management system, custom file and image server, custom product database and a simple web interface for multi-language translations of the entire website.
 - PHP, MySQL
- Developed a new company intranet site by customizing an open source content management system. This included validating user logins against the company Active Directory server, as well as an additional level of security so each department could have its own mini-site within the overall website.
 - PHP, MySQL, LDAP, Active Directory, XML
- Saved users time and increased productivity by reverse engineering a commercial content management system database to write an administrative management tool.
 - Perl, JSP, Oracle, BroadVision

TECHNICAL SKILLS:

Programming Languages:

PHP, SQL, XML, Perl, mod_perl, Javascript, jQuery, Laravel, JSP, Java, HTML, HTML5, CSS, Bootstrap

Operating Systems:

Ubuntu Linux, SUSE / openSUSE Linux, Red Hat / Fedora / CentOS Linux, FreeBSD UNIX, Mac OS X, DOS

Other Technologies, Programs and Skills:

MySQL, Oracle, Microsoft SQL Server, AJAX, JSON, jQuery, REST API, SOAP Web Services, AES Encryption, Cloud Computing and Storage Development, LDAP, Active Directory, Apache Web Server Configuration, Nginx, Drupal Content Management System, Google Analytics, Mixpanel, Marketo, HubSpot, ChemOffice, CGI, SSH, FTP, Git / Subversion, Model / View / Control (MVC) Design Principles, Technical Writing and Documentation

EDUCATION:

University of Colorado, Boulder, CO / Denver, CO

- **Bachelor of Arts; Communication**, with an emphasis on Public Relations and Technical Writing.

Professional Certifications:

San Diego State University

- **Computer Science: Client / Server Certification**; Oracle, Visual Basic, ASP, SQL, PL-SQL, Project Planning & Project Management, Multi-Tier MVC Application Design
- **Computer Science: Web Administrator Certification**; HTML, Javascript, Perl, Java, Unix/Linux Administration

Additional Training Institutions:

University of California, San Diego

San Diego State University

Northeastern Illinois University

Haifa University, Israel