Joey deVilla

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Summary of Qualifications

- Trusted technical evangelist with a strong track record of community building
- Dynamic speaker and presenter, comfortable in front of an audience, a camera or a microphone
- Skilled technical writer with graphic design and cartooning skills
- Widely-read blogger with almost 2.5 million pageviews in 2008
- Seasoned developer who also likes to write documentation
- Rock accordion/keyboard player with stage and studio experience

Work Experience

Nerd Wrangler (Technical Project Manager), b5media Inc.
March 2008 – September 2008

- Coordinated the activities of the b5 development team in building and maintaining its blog network, a Wordpress-based custom blogging system supporting over 300 blogs.
- Developed the specification for *Textpods*, a self-serve system that allows small-budget advertisers to purchase text-link advertising on b5's blogs.
- Reviewed, triaged and prioritized all outstanding projects.
- Developed utilities in Ruby to automate the process of checking the entire set of b5's blogs for the presence of important components such as advertising, web statistics code and blogrolls.
- Promoted b5 and its activities through my blogs.

Senior Developer, TSOT Inc.
November 2007 – March 2008

- Co-led the development team in the design and implementation of *FraternityLive* and *SororityLive*, Ruby on Rails-based Facebook-like web applications for college students in "Greek organizations".
- Spearheaded the efforts to build and improve project documentation and to improve product management.
- Hosted and performed the "opening monologue" for Ruby/Rails Project Night, a monthly "show and tell" gathering where local Ruby/Rails developers presented their Ruby/Rails projects or a Ruby/Rails feature or technique in depth.
- Promoted TSOT and its activities through my blogs.

Technical Evangelist, Tucows
July 2003 – November 2007

- Promoted Tucows' APIs and services to developers and the technical press. These APIs and services allowed resellers to provide domain name registration, hosted email, DNS and a blogging tool to their customers.
- Assisted developers in building custom software that used Tucows' APIs and services.
- Initiated projects to create easier-to-use client code libraries for the Tucows API (C# / PHP / Python / Ruby) and wrote and tested Windows ports of the Client Code Suite (PHP 5).
- Wrote documentation and tutorials for several Tucows APIs and services including the *Blogware User Manual*, *Blogware Administrator Manual*, installation and usage guides for the *Client Code Suite*, a series of articles covering the OpenSRS API and white papers describing Tucows' services.
- Created, edited and wrote *The Farm*, a developer-focused blog with articles and podcasts (audio and video) that covered the Tucows platform, the domain name industry, general web development and technology news. Peak readership: 30,000 pageviews/month.
- Represented and promoted Tucows in the following forums:
    - Television interviews about the internet and internet industry on CityTV, CBC and CTV.
    - Industry conferences and gatherings including RailsConf, Developer Relations Conference, ISPCON and DemoCamp, either as a presenter or at the exhibition floor booth.
    - My blogs

Chief Programmer, His Own Bad Self (Self-Employed)
January 2002 – July 2003

- Designed and developed custom applications for clients using a number of tools including
    - C# 1.0 / .NET Framework 1.0 / ASP.NET 1.0
    - NSBasic (development tool for the Palm)
    - PHP 4/5
    - ASP / VBScript

Developer Relations / UI Developer, *Peekabooty* (Volunteer)
January 2002 – June 2002

- Presented *Peekabooty*, a distributed proxy system that allows web users to bypass censorship firewalls like "The Great Firewall of China" at CodeCon, and promoted it in press interviews.
- Designed, developed and illustrated elements for *Peekabooty's* user interface (Visual C++ 6).

Director of Developer Relations/ UI Developer, OpenCola
January 2000 – January 2002

- Promoted the OpenCola platform (an application and platform that enabled recommendation-based search and file sharing through a peer-to-peer network) to developers and the technical press.
- Developed applications including:
    - OpenCola client v1.0 front end (Team leader, Visual Basic 6)
    - OpenCola client v2.0 front end (Team member, Visual C++).
    - Colavision: (Team leader, Visual Basic 6) OpenCola's first released application, which scoured GnutellaNet for video and audio files and rebroadcast them using Windows Streaming Server.
- Wrote the technical and user documentation for various OpenCola applications.

- Represented OpenCola at various industry conferences and gatherings including the Intel P2P Conference, Microsoft's 2001 mini-P2P conference in Redmond, O'Reilly's first P2P conference and DefCon 2000 and 2001.

Chief Programmer, datapanik software systems (Partnership)
January 1997 – January 2000

- Designed and developed custom business desktop applications for customers using either Visual Basic 5/6 or Macromedia Director. Major projects included:
  - **Shopping Directory on CD-ROM, 1998 and 1999 Editions**: An encyclopedic directory of every shopping center in the United States built for National Research Bureau in Chicago. (Visual Basic 5 for 1998 edition, Visual Basic 6 for 1999 edition)
  - **HPS Training System:** An athlete progress-tracking system designed for High Performance Specialists, a training facility for elite athletes including the Toronto Maple Leafs, Canadian Olympic ski and figure skating teams and the Royal Canadian Ballet. (Visual Basic 5)

Chief Programmer, Mackerel Interactive Multimedia
March 1995 – January 1997

- Started as Junior Programmer in March 1995, promoted to Chief Programmer in March 1996.
- Led development teams and participated in the development of Macromedia Director-based multimedia applications, both desktop and online.
- Reviewed the then-available multimedia development applications to determine the one on which the company would standardize; also researched up-and-coming technologies for their applicability for future development efforts.

Blogs
I currently write the following blogs:

- **The Adventures of Accordion Guy in the 21st Century (joeydevilla.com):** My personal blog, containing stories, observations, opinion pieces and articles about Toronto. It has received over 2 million pageviews in 2008 and currently has an average of 200,000 pageviews per month.
- **Global Nerdy (globalnerdy.com):** My technical blog, containing developer and tech industry news and my own programming tutorials. It has received about 414,000 pageviews in 2008 and currently has an average of 41,000 pageviews per month.

Toronto Technical Community
I am an active participant and promoter in Toronto's technical and startup community. My activities include:

- **DemoCamp Steward.** DemoCamp is a forum in which Toronto-area software developers can make presentations of their current projects or ideas in front of their peers. Since 2005, 18 DemoCamps have been held, and the event has grown from a dozen people in a boardroom to over 400 people at the Toronto Board of Trade's facility in First Canadian Place. As a steward, I am a volunteer who helps plan, promote and host the event; I also vote on which presentations get shown.
- **Local Developer Meetups.** I am an active participant in a number of local independent developer meetups including Rails Pub Nite, Ajax Pub Nite, ProductCamp, BarCamp and Toronto Developer Lunches.

Television and Radio Appearances

- "The Seinfeld/Gates Ad and Other Celebrity Computer Endorsements", *Future Tense* (radio), September 2008
- "National Accordion Awareness Month", *MTV Canada News*, June 2007
- "Free Vista Laptop", *CityPulse News*, January 2007
- "Googlebombing", *CityPulse News*, October 2006
- "What is Blogging?", *MTV Canada News*, April 2006
- "Canada's Copyright Laws", *CTV News*, June 2005
- "Google", *CTV News*, August 2004
- "Serenading", *Living Romance*, September 2003
- "The Accordion Guy", *The Keith Larson Show* (radio), June 2003
- "The Musician Episode", *Love by Design*, January 2003
- "100th Episode Special", *MuchOnDemand*, August 2002
- "DefCon Hacker Conference", *ABC World News Tonight*, July 2001
- "Music at Burning Man", MuchMusic, September 1999
- "What is the Y2K Problem?", *The Humble and Fred Show* (radio), January 1998

Education

- B.Sc. in Computer Science from Queen's University, Kingston, Ontario, December 1994.
- Rails Guidebook Tutorial, Pragmatic Programmers, RailsConf, Portland, Oregon, May 2007.
- "Project Management for IT" course, Nexient Learning, Toronto, Ontario, May 2008.