

# Andy Jeffries

Lead Agile PHP/Rails/MySQL Developer

## Computer Experience

### Languages:

PHP, Ruby/Rails, Javascript, Perl, Python, Delphi, C/C++,  
Assembly (in order of expertise)

### Systems:

Mac OS X, Ubuntu/Gentoo/Red Hat Linux, OpenSolaris,  
Windows 95-Vista

### Other:

MySQL 3 - 5  
Apache 1.x & 2.x  
Symfony  
jQuery 1.2+  
Prototype and Scriptaculous  
Subversion  
Git



### Specialist Skills:

- Solid experience successfully running a commercial team using a Scrum/Agile methodology to maintain/enhance/overhaul a major Content Management System used to run over 50 sites with 80 modules (25k LOC, 250k LOC in plugins).
- Strong preference for Test-Driven Development using SimpleTest for PHP and Test::Unit for Rails.
- Experience in optimising PHP web applications and the Symfony core framework including using profiling tools such as a customised WebGrind and XDebug.
- Experience in leading (educating, mentoring and code reviewing) a team in PHP best practices such as security (XSS, validation, etc).
- Experience of turning around a project with an unstable code base, disenfranchised users and an unreliable release schedule and making it a shining example for development processes within the company.
- Familiarity and experience using AJAX libraries including jQuery, Prototype and Script.aculo.us.
- Leading the specification, implementation and delivery of RESTful Web Services for core services search as Single Sign-On and Faceted Solr-powered Search.

### Recommendations:

<http://www.linkedin.com/pub/0/402/697>

- "Working for Andy is a great pleasure for me. He is both a great team leader and a technology guru, which enables him to lead and guide his team using the best available technologies with the best practices to deliver the best software products. I would highly recommend..." - Jianzhong Yu, February 3, 2009
- "Andy is a very capable web development lead with strong technical knowledge about LAMP-based solutions, but also a good command of managing a small to medium-size web development team. His team always delivered solid quality work. Andy is a good communicator and also a fun team member to have on any project!" - Andreas Rindler, January 6, 2009
- "Andy has been my team leader for over a year now at IPC Media. He is a great programmer with a keen eye for spotting bugs and cutting out the cruft from over complex designs to produce lean, clean and easy to maintain applications. As a team leader he is an excellent middle ground between authoritarian and democrat; happy to make difficult decisions when discussions are going nowhere but always willing to hear ideas and quick to accept them when they are right." - Rob Young, December 30, 2008
- "I've worked with Andy on a number of large web development projects and we've come in on time and budget every time. He's effective, efficient and is happy to deal in plain English (handy journo types like me). He comes highly recommended." - Will Callaghan, November 8, 2005

## Professional Experience

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### Technical Team Leader [Contract]

May 2007 – Present

**IPC Media Ltd**  
**IPC Digital Department**

IPC Media Ltd is a major magazine publisher based in London, with an online and magazine portfolio of over 80 titles include What's on TV, Pick Me Up, Woman, Now, Marie Claire, In Style, Woman & Home, Nuts, Loaded and NME.

As Lead Developer of the Content Management System (CMS2) Team, I led up to 8 developers in turning the project round from a failure, with business consultants from Bearing Point Ltd brought in, to be one of the top performing teams in the department.

- Undertook a variety of tasks from managing the team in a Scrum/Agile methodology, code reviewing frontend and backend developers work, interfacing with Business Analysis and Quality Assurance/Testing and presenting progress to Director/Senior Management level.
- Was the lead developer of IPC's core search technology based on Apache Solr with a RESTful web service interface, developed and released successfully to a strict time-scale and with minimal defects.
- Worked in a number of working groups such as the Change Advisory Board providing governance department-wide on large changes and as an advisor in the API Working Group to form a new abstract API for IPC's longer term platform stability.
- Creation and presentation of a Technical Roadmap for 2009 to the Heads of Web Technology.

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### Independent Business Operations

May 2005 – May 2007 (and Rails 2007-present)

**NextGen Development Ltd**

Running my own company as an independent business on a number of sites, including liaising with the client to analyse requirement, generating quotes and delivering systems to agree timescales (including maintaining Linux servers for the clients where required). Some of the sites I worked on using PHP5/MySQL (either solely built complete site, rebuilt site or sole backend developer):

- *Pocket-lint.co.uk* – A gadget news and reviews site. The first version was built by the client, I built the second to greatly enhanced requirements while maintaining the existing content and search engine rankings. At the end of working with Pocket-Lint they were achieving 4.5M page impressions per month.
- *Mansized.co.uk* – A general men's interest site. Built from scratch to the client's specification and delivered successfully and has been an ongoing running entity for 3 years with minimal major architectural changes since the deployment.
- *Rightboat.com* – A site for selling/buying boats. Complete e-commerce system including a Solr-based search utilising a custom framework/code generation system and use of MySQL Stored Procedures.
- *Menshealth.co.uk* – A site for Natmag-Rodale. The frontend code/markup was created by the client, but the entire backend was written by me. This was a major publishing platform with a full Content Management System generating up to 5M page impressions per month.
- *Under NDA* – An e-commerce site for a high design wood accessory company. As a sub-sub-contractor the site has been developed in Rails 2.0, deployed using Capistrano and Git and is fully automated tested.

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### Technical Director [Permanent]

December 1999 – May 2005

**Internet Assist Ltd**  
**Kingston-upon-Thames then**  
**Maldon, Essex**

Working as the Technical Director of a small (up to 25 people total, 15 in the technical teams) Web Design/Development Agency working for clients such as Moët & Chandon, Maldon Sea Salt, OXO Gravy, Budgens, Essex Boatyards developing e-commerce systems, CMS, forums and managing all hosting and deployment.

- Working closely with the client to analyse their requirements, specify the project and timescales and deliver the work on time, to budget and with an excellent quality level.
- Providing consultancy services to clients regarding desktop application development.
- Interviewing, reviewing staff's development and disciplinary procedures.

## Certifications and Related Experience

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<b>2000</b>	<b>Credited as Technical Reviewer in Wrox Publishing's "Professional PHP Programming"</b>
<b>2002</b>	<b>Credited as Technical Reviewer in PeachPit's "PHP Advanced"</b>
<b>2006</b>	<b>Zend Certified Engineer for PHP4</b>
<b>2007</b>	<b>Zend Certified Engineer for PHP5</b>
<b>2007</b>	<b>Certified MySQL Developer for MySQL 5.0</b>
<b>2007</b>	<b>Chartered IT Professional, Member of the British Computer Society</b>

## Interests & Activities

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I've been trying to enhance my knowledge of social media, including developing a semi-active blog on technical topics. I learnt Ruby on Rails to see what the hype was about and have become quite the advocate.

I am a Taekwondo 3<sup>rd</sup> Dan black belt and a registered UK Instructor assisting at our local club teaching adults and children (6+). I'm also an avid amateur photographer, recently purchasing a Canon 450D for ensuring that equipment isn't a valid excuse for my current amateur output.