Gareth Jones

www.gareth.co.uk | www.linkedin.com/in/g4r37h/

1 Orchard Manor Close, Padgbury Lane, Congleton, Cheshire, CW12 4XU

cv@gareth.co.uk

Accomplished senior software engineer based in Cheshire with a proven track record of excellence. Adept at guiding development teams across diverse projects and programming languages, leveraging over two decades of experience in software development for a wide array of platforms, including desktop, browser, tablet, mobile, TV, and Set Top Box (STB) applications.

Currently specializing in IPTV/OTT technologies, with notable achievements encompassing:

- Orchestrated the successful implementation of Chicken Soup for the Soul's Crackle streaming service on the Roku platform.
- Pivotal role in developing NBCU's Peacock streaming service for Roku users.
- Led the development efforts for CraveTV, CTV and Discovery Go platforms for Bell Media.
- Orchestrated the successful implementation of the BBC's Events app which delivered the BBC's coverage of Radio 1 Big Weekend, Glastonbury, Reading & Leeds and The Proms to Virgin TiVo users.
- Designed and developed a robust media player for the BBC which improved the experience of users across the BBC's core applications.
- Contributed significantly to the development of the BBC's iPlayer, News and Sport apps.
- Key involvement in designing an Electronic Program Guide (EPG) for Sky Deutschland, enhancing user navigation and experience.

Demonstrating an unwavering commitment to crafting top-tier software, I am deeply dedicated to producing meticulously tested, scalable solutions that adhere to recognised software engineering principles and design patterns.

October 2021 – Present
Independent Contractor (Remote) @ UI Centric, London

- Developing Crackle and Chicken Soup for the Soul – Crackle's new streaming services – for Roku devices.
- Developed several key application features, both alone and while leading others.
- Introduced best practice and consistency to the project and codebase.
- Mentored junior members of the team – both contractors and permanent staff.
- Developed shell scripts to help automate the optimisation of the codebase and the repository.
- Split the Crackle repository into two so that the common code could be used to power more apps, starting with Chicken Soup for the Soul.
- Extensive use of Roku BrightScript, SceneGraph, RALE, Roku memory management tools and shell scripts.

October 2020 – March 2024
Independent Contractor (Remote) @ Accedo, London

- Directed the redevelopment of <u>Accedo One</u> for Roku, focusing on enhancing application performance and stability.
  - o Designed and engineered a robust framework employing established design patterns, significantly improving speed, efficiency and promoting extensibility and reusability.
  - o Oversaw and provided mentorship to junior team members, fostering skill development and professional growth.
  - o Oversaw the application's performance and responsiveness, ensuring optimal user experience across various Roku devices.
- This application and framework is now being used for brands including Australia Channel, Bloomberg, Goalcast, GoNoodle, GoUSA, HMN, Hallmark TV, HYFI, Janson, MotoAmerica & TVO.
- Extensive use of Roku BrightScript, SceneGraph, RALE, Roku memory management tools and shell scripts.
- Worked up to 40 hours per week in evenings and weekends alongside an existing full-time contract.

April 2020 – October 2021
Senior Software Engineer (Remote) @ Sky, Osterley

- Developing Peacock – NBCU's new streaming service – for Roku devices.
- Designed and implemented many framework-level features.
- Developed several key application features, both alone and while leading others.
- Mentored several junior members of the team.
- Developed shell scripts to help automate the optimisation of the codebase and the repository.
- Responsible for the overall performance and responsiveness of the application across a broad range of devices.
- Extensive use of Roku BrightScript, SceneGraph, RALE, Roku memory management tools and shell scripts.

September 2019 – April 2020
Independent Contractor (Remote) @ Sky, Osterley

- Developing Peacock – NBCU's new streaming service – for Roku devices.
- Designed and implemented many framework-level features.
- Developed several key application features, both alone and while leading others.
- Mentored several junior members of the team.
- Developed shell scripts to help automate the optimisation of the codebase and the repository.
- Extensive use of Roku BrightScript, SceneGraph, RALE, Roku memory management tools and shell scripts.

September 2016 – September 2019
Senior UI Engineer @ Massive Interactive, London (Working Remotely)

- Development lead on Bell Media's CTV application on Apple tvOS, written in Swift.
- Development lead on Bell Media's CraveTV application on browser, tablet, mobile and Samsung TV, written in Haxe, Objective-C and Java.
- Development lead on Bell Media's CTV Go, a live and on-demand entertainment video application for Samsung TV, written in Haxe.
- Development lead on Bell Media's Discovery Go, a live and on-demand educational video application for Samsung TV, written in Haxe.

- Development lead on Bell Media's TSN Go, a live and on-demand video sports application for Samsung TV, written in Haxe.
- Part of an international team who developed a number of such applications for Sony and Comic-Con HQ for use in the USA, Latin America and Eastern Europe. Written in Haxe.
- Extensive use of Haxe, Java, Objective-C, Swift, RobotLegs, Signals, Promise and MVC design patterns.

March 2016 – September 2016
Software Engineer @ Cisco (Contract)

- Part of a team delivering EPG and middleware for Sky Deutschland.
- Responsible for delivering key features involving HDR and Dash.
- Responsible for developing an automated, behaviour-driven (BDD) test harness for testing the EPG and the AS2/C API.
- Responsible for developing a manual test application to assist in the development of ABR (adaptable bitrate) functionality for HSS and Dash.
- Improved the EPG build process with a bespoke Java application that removed dependencies on bloated 3rd party tools.
- Improved the quality of the EPG codebase by introducing and implementing unit tests.
- Extensive use of ActionScript 2 (AS2), Bluestreak MachBlue and Java.

June 2014 – March 2016
UI Engineer @ Massive Interactive, London (Working Remotely)

- Recently confirmed as development lead of an international team of 4 on Lebara, delivering an IPTV application for a wide range of TVs (WebOS and Tizen) complete with custom-built EPG.
- Part of an international team who developed CraveTV, a Netflix-style application for Bell Media of Canada across browser, tablet, mobile and TV.
- Lead developer on the CraveTV iOS target.
- Solely responsible for Chromecast integration on the CraveTV iOS target.
- Solely responsible for integrating Bell-supplied media player with minimal documentation on the CraveTV iOS target.
- Consistently biggest contributor to the Github repositories out of a total team size of 12.
- Extensive use of Haxe, Objective-C, RobotLegs, Signals, Promise and MVC design patterns.

November 2011 – June 2014
Senior Software Engineer @ BBC, Salford

- Development lead with a team of 4 on Events app which delivered Radio 1 Big Weekend, Glastonbury, Reading & Leeds and The Proms on Virgin TiVo.
- Solely responsible for the MVC framework on which the Events app was built which used half as much memory as the framework used to build Connected Red Button (CRB).
- Part of a team who developed the Sports app which delivered the London 2012 Olympics on Virgin TiVo with up to 24 simultaneous live streams.
- Then led the continued development of the Sports app to deliver Wimbledon and F1.
- Developed a new media player spike in my own time which had 10x the performance of the previous media player. Impressed managers gave it the green light as a full-blown project and it became the media player now used by several

BBC products like iPlayer, News, Sports and Events on Virgin TiVo, Popcorn, WD and Boxee devices.
- Became the 'go-to' guy for all things Flash-related at the BBC's TV and Mobile Platforms department.
- Part of a team who developed 'Sportacus' – the Java back-end that powered the Flash and JavaScript front-ends.
- Identified and documented a number of issues with Virgin TiVo's StageCraft implementation which were later fixed by TiVo in the US.
- Identified, documented and helped to diagnose issues with Virgin Media's TiVo network.
- Contributed to the HTML version of the Sports app when development was complete on the Flash version.
- Extensive use of ActionScript 2 (AS2), ActionScript 3 (AS3), JavaScript and Java.

August 2007 – Present
Software Developer @ Freelance

- Developed the Learnalot portal which includes 50 educational games and 10 larger game-based learning resources.
- Managed a team of 6.
- Sole developer on Funky Pigeon's Video Greetings Card service.
- Sole developer on Solihull College's digital prospectus for 2012.
- Extensive use of ActionScript 2 (AS2), ActionScript 3 (AS3), Objective-C, RobotLegs, Signals and my own custom dependency-injected (DI) framework.

March 2008 – September 2009
Software Developer @ Oliver Wyman, Wilmslow

- Worked in both a leading and supporting capacity on a number of £50,000-£250,000 eLearning projects for clients such as AstraZeneca, Betfair, Cambridge-Hitachi, Diageo, Fujitsu Services, Heinemann, Hilton Hotels and Specsavers.
- Designed and developed eLearning courseware that allowed the creation of eLearning materials purely from XML which allowed clients to update and maintain the content themselves.
- Said courseware was directly responsible for the company winning at least two major contracts.
- Sole developer on a client-server business simulation used by Specsavers to train their staff.
- Extensive use of ActionScript 2 (AS2).

January 2007 – March 2008
Software Developer @ RM Education, Cheadle

- Worked on a number of £50,000-£250,000 eLearning projects for clients such as BNF, Bowland Trust and the BBC.
- Extensive use of ActionScript 2 (AS2) and ActionScript 3 (AS3).

September 2001 – January 2007
E-learning Developer @ Meirion-Dwyfor College, Dolgellau

- Designed and implemented a database-driven, multi-user, 5-campus Interactive Desktop that staff would use to communicate with students.
- Developed hundreds of hours of eLearning content from teacher's notes for use on Virtual Learning Environments (VLEs) and Interactive White Boards (IWBs).

- Solely responsible for the creation, maintenance and deployment of 12 specialised computer hard drive images over 700 computers.
- Deputy network manager, responsible for managing the network of the second largest of the four campuses.
- Developed over 50 hours of learning resources for the North Wales tourism sector under a KEF-funded project.
- Extensive use of ActionScript 2 (AS2), PHP, MySQL, Linux and Apache.

Education

Meirion-Dwyfor College, Gwynedd
1998 – 2001

- A-Level Software Development
- A-Level Maths
- A-Level Physics
- AS-Level Chemistry
- GNVQ Level 3 in IT

Ysgol y Gader Secondary School, Gwynedd
1993 – 1998

- 13 GCSEs

Additional information

Nationality: British
References: Available on request

Testimonials

Gareth is that rare developer that has a knack for turning complex problems into elegant solutions. What truly sets Gareth apart is his ability to think outside the box; his understanding of product requirements means that he can constructively contribute to them to shape better products. He approaches challenges with a creative mindset, often suggesting innovative ideas that elevate our software to the next level. He consistently delivers high-quality, bug-free code that makes our projects shine. His dedication and commitment have meant that we have always delivered on time.
Beyond his technical talents, Gareth is a pleasure to work with. He is a great team player, always willing to collaborate, share knowledge, and help others – always with great wit and humour.

I have no doubt that Gareth will continue to excel in any role he takes on. Thank you, Gareth, for your outstanding work and dedication!

Nicole Savarese*, Senior Project Manager at UI Centric*

I highly recommend Gareth as an expert developer for Roku projects. I had the pleasure of working closely with him as a project manager on a recent project. He demonstrated exceptional skills in Roku development, consistently delivering efficient and top-performing code, often coming up with solutions thinking out-of-the-box.

He is a quick problem-solver, fully embracing agile development. His strong commitment to teamwork and meeting deadlines were invaluable to our project's success. Additionally, Gareth brought a good sense of humour to the team, making our work environment not only productive but enjoyable.

In summary, he is a standout professional, and I confidently recommend him for any projects. He is a perfect choice for any development team.

Ádám Pásztor, Senior Digital Project Manager at UI Centric

I had the chance to work with Gareth for three years and it was an absolute pleasure.

Gareth's contributions to our app supported on the Roku platform kept the app at top three performers. He took the time to understand the problem/challenge, articulated his technical recommendations, and implemented and delivered flawless features. He was the lead developer at the time and was involved with every grooming, planning, and bug triage sessions.

I highly recommend Gareth Jones because without a doubt, he is a true professional, accountable, and reliable individual.

John Galadzhyan, Director of Program Management at Crackle Plus

I have been working at Massive with Gareth for the past 2.5 years and had him in my team for several app development projects. There he was a lead developer for several targets, such as: Web, Samsung, Android and iOS. For the past year he was also a lead on our apps for TVOS.

For as long as I have known Gareth, he has always been dedicated to his work and owned a responsibility in delivering quality output.

Gareth has shown in his day-to-day work that he is keen on fixing the root cause of the issues rather than merely treating the symptoms, and this has worked very well for long term enhancements both for development and internal processes.

Gareth is also a very passionate developer, and likes to learn new things. For example, on his most recent project – TVOS app delivery for 3 different brands – he was made the lead developer despite at the time not having much experience in Swift, so he learned the language in a short period while developing the apps and as a result, we delivered quality results on the agreed deadline.

Guzelle Yusupova, Project Manager at Massive Interactive

Gareth is the most experienced and expert ActionScript developer in TV Platforms, with an extremely solid understanding of good software engineering principles, application architecture and design patterns.

I have always found that Gareth's easy-going and likeable nature have made him incredibly easy to work alongside and pair with. On each project, Gareth has quickly got up to speed with the code-base and is undoubtedly a domain expert in the field of ActionScript and media playback within the Adobe ecosystem.

Karl Lloyd, Technical Team Leader at BBC

We have worked with Gareth on several projects now and we have found him to be extremely helpful in not only the delivery of the project but also in planning the original concept. His experience and professionalism have proven to be a great asset in the successful delivery of work we have done together and I very much look forward to continuing our already prosperous relationship. Thanks for all your efforts, Gareth.

Chris Jeffries, Director at BFIG LTD

Very professional. Without a doubt a provider that can be 100% trusted to come up with excellent solutions. Will use again.

Andreas Nordenadler, Sales Manager at Radware

In my opinion, the digital resources Gareth has created for game-based learning in maths are the best on the market. I would recommend Learnalot to any maths teacher who wanted to enhance their skills-based curriculum. Gareth is one of few developers who truly understands that students need a context for their learning. Through a series of game-based scenarios that instantly capture the students' imagination and interest, Gareth allows them to consolidate their mathematical knowledge by applying what they've learned to 'real-life' problems.

I love the work that Gareth does; his dedication and energy are infectious and I have no hesitation in recommending Gareth or his amazing work.

Melanie Blount, Development Officer Co-ordinator at NGfL Wales

Gareth is very committed to doing a good job, as a professional developer, and also brings a good sense of humour to work. He is keen to see improvement and is happy to make recommendations when he sees opportunities for us to serve our clients more effectively.

Simon Hayward, Senior Partner at Cirrus

Gareth brings an innovative approach to problem solving, applied with a can-do attitude, whilst being a great team worker. A pleasure to work with.

Stephen Killilea, Production Director at British Energy

Gareth is a very talented problem solver who has always shown a 'can do' approach. Besides his obvious talents in development, he is very approachable and delivers on time and to budget. A great asset to a team.

Rob Lenihan, Director at iflourish

I had the pleasure of working with Gareth on several large Flash projects with high profile clients. I found his professional attitude and ability to find solutions no matter how tricky the situation, a great credit.

Matt McGuire, Team Leader at Barcrest

Gareth is a multi-disciplined developer with a talent for creative thinking and innovative solution development. It is always a pleasure to work with him because of his commitment and dedication to any project he undertakes.

Andy Quick, Director at Andy Quick