

# Steve Esson

## Profile

I have developed web-based applications commercially since 1997, almost exclusively on Microsoft platforms. For five years before I turned freelance I managed a web development department that consistently produced high quality, robust and scalable web applications. I am able to create attractive user-interfaces that are intuitive, accessible and standards compliant.

## Technical experience

- Microsoft .Net Framework
- ASP.Net MVC Framework
- ASP.Net Framework
- C#, VB.Net
- Classic ASP & VBScript
- jQuery JavaScript Framework
- DOM Scripting
- CSS & XHTML
- AJAX
- XML, XSLT, Xpath
- SQLServer 7/2000/2005/Express
- IIS 4/5/6
- Visual Studio.NET 2005 / .NET Framework 2.0
- Visual Studio.NET 2008 / .NET Framework 3.0

## Employment history

April 2007 to Present: IQODE Limited

In April 2007 I started Iqode Limited, my own web development company. Since then I have continued to produce accessible, scalable, standards compliant web sites and large scale, enterprise grade applications.

January 2007 to April 2007: i-mate PLC

i-mate is one of the world's leading experts in the design, development and customisation of Smartphones and Pocket PC's, based on the Microsoft Windows Mobile platform.

### Senior Developer (contract)

**Current Project:** Customization and Order Management System (COMS) – in development

COMS is a solution to providing clients with tailored out-of-box i-mate Windows Mobile devices that address their unique needs. COMS provides an interface for gathering all the necessary information for creating a device ROM that is specific and unique to the target customer.

I was employed to manage the design and implementation of this application. The application is required to orchestrate the order process flow through legacy and yet to be implemented business systems (e.g. billing, stock control, content management) within the i-mate organisation. Therefore a flexible and extensible design was required, the foundations of which was XML and Microsoft BizTalk Server 2006.

**Key Technologies Used:** Microsoft BizTalk Server 2006, C#, ASP.NET 2.0, SQL Server 2005, XML, XSLT, XHTML, CSS, JavaScript, AJAX

April 1998 to December 2006: Synchronica PLC, Bodiam, East Sussex

Synchronica (formally DAT Group PLC) is a Microsoft Gold Partner providing solutions that help manufacturers, network operators, retailers and enterprises to manufacture, sell and manage data-enabled mobile phones.

**Web Development Manager (July 2005 - December 2006)**

**Key achievement:** Synchronica Mobile Manager - [www.trymobilemanager.com](http://www.trymobilemanager.com)

In July 2005 I was promoted to Development Manager for a new device management application, Mobile Manager, which became one of Synchronica's four core products. In order to meet critical customer deadlines Mobile Manager 1.0 was delivered complete four months ahead of schedule.

Mobile Manager provides over-the-air management of Windows Mobile devices, enabling enterprises to roll out and remotely manage a fleet of devices, whilst minimizing set-up and maintenance costs and removing security concerns. Mobile Manager enables IT managers to remotely install or configure applications, query data held on devices and wipe or lock lost or stolen devices.

**Highlights:**

1. Fully dynamic user-interface defined by the capabilities of the device(s) being managed, user permissions and context.
2. Web services API allows customers to fully integrate Mobile Manager with their existing CRM systems.
3. ASP Reseller model:
  - Hierarchical accounts, roles and permissions give full control to a reseller
  - Server licensing restricts total devices in use by an installation
  - Device licences can be reassigned from parent accounts to child accounts.

Mobile Manager has been sold to Orange, T-Mobile and Vodafone who are using it to support their new Exchange Direct Push email offerings. It is also being used by a growing list of other operators and resellers within the UK and abroad.

**Key Technologies Used:** C#, ASP.NET, SQL Server 2000, SQL Server 2005, XML, XSLT, HTML/CSS, JavaScript/AJAX

**March 2005 - July 2005: Chief Web Architect**

In addition to managing the web development department the role of Chief Web Architect required me to interact with customers in order to gather business requirements and produce requirements and design specifications.

**Key Achievements:**

- Orange Web Assistant: Remotely configures Active Sync settings for Orange Windows Mobiles.
- Orange Email Assistant: A "smart" wizard that helps a user decide the best method for receiving emails on their mobile devices.
- Tabella Express: A B2C product aimed at mobile phone users, that allows members to backup and restore contact and calendar data from their phone using SyncML.

**Key Technologies Used:** ASP.NET, C#, SQL Server 2000, XML, XSLT, HTML/CSS, JavaScript

**April 2002 - May 2005: Web Development Team Leader**

As Web Development Team Leader I was responsible for ensuring all projects received adequate technical resources in order to meet deadlines. I evangelized Web Standards and continually motivated my staff to further their knowledge and improve their efficiency within the team.

I was responsible for introducing a set of development standards for the entire development department to ensure uniformity in development and adherence to best practice.

**Key Achievements:**

- Smartphone Club: A consumer orientated portal to help Windows Mobile device owners configure and customise their devices.
- Retail Assistant: An in-store kiosk based application designed to up-sell content and applications to Windows Mobile device shoppers.

**Key Technologies Used:** ASP, VBScript, ASP.NET, C#, SQL Server 2000, COM+, XMLHttpRequest (AJAX), XML, XSLT, HTML/CSS, JavaScript

**April 1999 - April 2002: Web Developer**

When I first joined DAT Group there was no established web development department and consequently web-based applications exhibited very poor user-interfaces. I was soon recognised as being able to produce attractive and intuitive user interfaces that vastly improved the appeal and professionalism of the applications. I was also made responsible for producing and maintaining a style guide that assisted developers in creating their interfaces.

**Key Achievements:**

- Tesco Offline Shopper: A CDROM-based offline ordering program which would connect only to download stock lists and send orders. I was responsible for implementing the entire user interface for the PC version.

**Key Technologies Used:** ASP, VBScript, SQL Server 7, SQL Server 2000, COM+, XMLHttpRequest (AJAX), XML, XSLT, HTML/CSS, JavaScript

1997 - April 1999: Internet Query Limited, Hove, East Sussex

**Software Engineer**

Internet Query Limited provided web site design, hosting and some ISP services to small business in the south-east. I was responsible for the design, implementation and maintenance of many e-commerce web sites, as well as managing the hosting requirements of those customers.

**Key achievements:**

- Global Exchange Medium (GEM): GEM was a CMS that was targeted at small businesses and was designed to simplify the process of creating and maintaining an online product catalogue, order management and merchant services.
- Stock Alerts: Stock Alerts was a unique online portfolio assistant that enabled users to track share prices and receive SMS alerts to their mobile devices.

1989 - 1994: Albis Associates Limited, City, London, EC2

**Project Manager**

