

## Professional Experience

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### KEEPY

Keepy is an easy-to-use, multi-generational freemium app that helps you curate all of your family's photos, videos, artwork, mementos and more in one safe place on all the devices you use.

#### Director of Engineering

2015

- Led the requirements gathering, planning, development, and QA, across multiple platforms
- Directed and designed new features and APIs
- Collaborated with the design and marketing team to enhance user experience
- Initiated and managed effective customer retention, such as a social "comments" feature that increased user retention by 40%
- Established a clearer system for analytics collection and interpretation to drive dynamic improvement
- Coordinated and guided customer support
- Architected and maintained all operations on AWS servers
- Used SCRUM and Agile techniques to streamline daily operations
- Hired and mentored new employees for all engineering positions

#### Lead Full Stack Developer

2014

- Led the development of Back End and Front End features
  - Created APIs for Keepy's Android and iOS applications as well as 3rd party ones.
  - Led and implemented successful SEO strategies
- Technology Stack: Node.js, Nginx, MySQL, Redis, Javascript (Angular)

### SECOND THOUGHT

<http://www.secondthought.com>

#### Director of Technology

2011-2014

- Planned, architected and directed the application development process from conception to launch.
- Helped develop pitches, proposals, budgets and timelines for clients' projects.
- Communicated and interacted directly with clients such as NBC Sports, Sotheby's, Sports Illustrated, CNN, People Magazine, Real Simple, Rogue Ales, Mary Kay Cosmetics and others.
- Developed/reviewed creative concepts for interactive applications/interfaces.
- Interfaced with both technical and non-technical personnel to develop concepts, gather requirements, solve problems, facilitate projects, etc.
- Coordinated and managed external vendors to deliver technology solutions.
- Developed functional requirements specification documents, system architecture documents, test plans, technical documentation, etc.
- Hired and mentored web developers.

#### Senior Developer

2009-2011

In charge of Web and Mobile Front End Development for large clients such as Time Magazine, CNN, People Magazine, Sports Illustrated, Health.com, Entertainment Weekly, Microsoft and others. Responsible for the UI design, development and implementation from scratch of web components. Using mainly HTML, HTML5, CSS, Javascript, JQuery, AJAX, JSON, XML, integration with PHP and JSP application architectures, Wordpress and other CMS systems with **emphasis on usability and user experience.**

## **FREELANCE WEB DEVELOPER AND IA CONSULTANT**

2005-2009

Built and designed numerous websites for commercial clients, non-profit organizations and individuals.

Clients include: Nylon Technology (front end development for clients such as Midol, Trident and Fidelity), Oberon Media, RedLasso and more

## **INTERACTIVE VIDEO PROJECTION DESIGNER**

2007-2010

Conceived, designed, programmed and built multi channel real-time projection systems for various interactive pieces for theater, exhibitions and other live performances.

Career highlights include –

Video design for Beckett Shorts at New York Theater Workshop, featuring Mikahil Baryshnikov and music by Philip Glass.

Associate Projection Designer on Fela! (For the off-Broadway run)

Additional works can be seen on my website – <http://miritt.org/projects.html>

## **STUDIO IMC AND MAYA STENDHAL GALLERY, NY**

2006

**Design and Programming**, <http://jonasmekas.com>, a year-long web-based project of 365 new films by legendary avant-garde filmmaker Jonas Mekas.

## **ESI – EXPERT SOLUTIONS INTERNATIONAL, ISRAEL**

2001–2004

<http://www.esi-knowledge.com>

**Senior Software Engineer**, led the web-application department.

-Responsible for design, implementation and integration of web and windows based applications.

-Focal point for user interface design of Logist products.

-Designer of functional and technological product features.

-Instructor of technical courses: training Logist products users and developers using Logist platform.

## **ZPLUSPLUS SYSTEMS & COMMUNICATIONS, ISRAEL**

1999-2000

**Web Developer**, Front-End and Back End (ASP).

## **Education**

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**Master's Degree - Interactive Telecommunications Program**, Tisch School of the arts  
New York University, 2004–2006

## **B.Sc - Mathematics and Computer Science Department**

Ben Gurion University of The Negev, Israel, 1997–2000

## **Technical Skills**

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Development: HTML5, CSS3/LESS/SASS, JavaScript, AngularJS, Node.js, JSP, PHP

Database: MySQL, Redis

Tools: Git, AWS/EC2/S3, Grunt, Gulp, ANT

CMS: Magento, WordPress

Third Party REST APIs: Facebook, Twitter, YouTube, Google Publisher Tags (GPT)

Statistics and Analytics: Mixpanel, Geckoboard, Omniture, Google Analytics

Visual Design: Photoshop, Illustrator, In-Design, Director, Flash

Video: Final Cut Pro, After Effects, Max/MSP/Jitter, Isadora