

Curriculum Vitae – Serge Christopher Adam

Profile:

An Individual with over fifteen years of experience in developing and maintaining server-side applications for a number of leading e-commerce sites. Christopher is a highly motivated person who is passionate about technology and software in all walks of life, when it is beneficial. Christopher has a broad range of skills and values working in diverse environments both in terms of people and systems.

Languages: Java, C# (for Unity Scripting / Framework), Python , JavaScript , GoLang
OS: Windows , Unix (Solaris) , Linux (Ubuntu , Redhat / Fedora / CentOS) Cent)
* With respect to software development / application deployment.
API/Technologies: Webservices (Axis), J2EE, Servlets, Spring (Hybris) ,XML/XSLT, ImageMagik. , JSP / JSTL
Application Platforms: ATG Dynamo 5.6.1 – ATG 10 , JBoss 5 (configuration), Apache Servlet engines (Tomcat, Jserv), Hybris Commerce Suite 4.X, Vindicia Billing Platform ,APIGee (Edge) API Services and Managements
Databases Oracle 11g , MySQL
Game Engines Unity
SCM / Development Tools CVS , SVN , GIT , Eclipse, IntelliJ , JIRA , Cruise Control , Jenkins

Professional Experience:

August 2016 – Current Personal Development / Projects

During this time have taken the opportunity to further my knowledge through online courses in areas that I am interested in or really passionate about.

Languages:

I predominantly been a Java Developer for most of my career (since 1.1) . I decided to investigate and learn a more modern Language (GoLang). To facilitate this I completed the **Google GoLang Course taught by Todd McLeod**.

I.o.T (Programming Internet Of Things) (Coursera : University of California, Irvine)

A Five Month Course comprising of several modules, to learn about the design and development of I.o.T Devices and the security implications of such Devices. The development in the course focused on two types of Device / Platforms (Arduino / Raspberry Pi). The culmination of the course involved designing your own I.o.T system, for this I created a design for an I.o.T Doorbell System based on the Arduino Platform (Arduino Nano utilizing Bluetooth and Camera Modules) and a Tablet to act as a receiver.

Game Development and Design : (Coursera : Michigan State University)

I have always been very passionate about Games (Video Games). This was a very involved course (8 Months) in the Design and implementation of Video Games, 2D and 3D using the Unity Game Engine. In order to complete this course the final Capstone Project was to Design , Develop and Launch your own Video Game. For this project I designed , programmed, created all the 2D , 3D artwork / animation for a game called 'VEER'. This is a futuristic Platform Shooter which I Launched digitally on Itch.io.

The game can be found at: <https://supercoolrobots.itch.io/veer-mission-0>

March 2016 – August 2016 Hybris Technical Lead

Company: IBM

IBM is an American Multinational with offices in over 170 countries. At IBM, I was based at the Southbank offices and worked with the SAP Hybris team as a Technical Lead.

During my time there I worked with a client called Maplin, a specialist retailer in consumer electronics and electronic components. My roles and responsibilities on the project where:

- Aid in the design and re – architecture of their main Product Catalogue.
- Design Catalogue specific APIs (ingest and export).
- Implement APIs (Hybris / Spring framework).
- I also worked with the IBM offshore team , running the daily stand-ups and aiding any individuals with technical issues.

June 2015 Role(s): API Developer

– Jan 2016

Company: BBC Worldwide

BBC Worldwide is the commercial section of the British Broadcasting Corporation. The project that I am working on is BBCStore, which is a site that allows users to purchase digital content created by the BBC. My responsibilities in this role have been:

- **Solution Design.**
 - During this stage of the project I took on the role of Ecommerce technical lead. I was involved in helping understand and design purchase, payment and Gift Card integrations.
- **API Development**
 - Responsible for the development of the above Purchase and Payment API's. The APIs were developed within the APIGee platform. The API's Integrated with the following services
 - Vindicia Cashbox (Billing and Subscription Platform)
 - Incomm (Gift Cards)

- Seachange Adrenalin (Content / Entitlement)

June 2013 Role(s): Senior Software Engineer
– Jan 2015
Company: Capgemini

Capgemini is a multinational corporation specializing in consultancy and technology. At Capgemini I worked with the Ecommerce team and primarily focused on the Hybris Platform.

- **Development of a Prototype Store for BBC Worldwide using the Hybris Platform**
 - Customization of Hybris Product Catalogue to support TVOD content (Episodes and Series)
 - Customization of Hybris WCMS and CMS components to support video playback
 - Integration of Global IPlayer Content (BBC Customised HLS format content) with Hybris Store Using JWPlayer
 - Developed Python scripts to package Hybris Platform and Custom BBC Store modules into Linux Debian packages. This was performed to support BBC Continuous Integration and Deployment system

Sep 2012 Role(s): Developer
– April
2013 Company: Mulberry

Mulberry is a company specializing

in the design and manufacture of Luxury leather goods. The role at Mulberry was to continue the development of the new website utilizing Hybris:

- Integration of Celum (Image Content Management system) with Hybris, Including Mulberry customizations.
- Integration of Hybris with Exact Target for Customer Emails and Marketing feeds.
- Minor platform upgrade 4.4.7 → 4.7.9

2008 – Role(s): Senior ATG Developer and Support Analyst / Hybris Developer
2012 Company: Demand247

Demand247 was a company that provides managed I.T services. For ATG applications I have taken on the role as Senior Support Analyst. This role is fairly broad. I have been involved in 3rd line support , application development , Infrastructure and build management. With respect to the Hybris platform , I have been involved in the development and design process.

I have taken on a role as a Senior Developer on a number of projects and have experience of the following areas within this platform:

- **Hybris**

- › Core Application Hybris Development (**Certified**)

- Setup / installation / Build
- Hybris Applications (HMC,CSCockpit,ProductCockpit,WCMSCockpit)
- Data Modeling (New Models / Extension of existing items)
- Service Layer Development
- Customization of Cockpit
- Customization of Accelerator

- › Clients: MyProtien.com and Mulberry

- **ATG Developer and Support Analyst (Republic , Molton Brown , Epson , Jewson , Get It Now, Public.gr)**

Long term support and maintenance for a number of ATG 2007.1 – ATG 10 Suite and Applications (Commerce (store) , ATG Search , BCC and CSC).

Tasks include:

Application analysis. When application issue occurs, perform log analysis , Thread and JVM analysis.

Development. Enhancing existing platform and finally Build Management.

2008 – Role: Senior Consultant
2006 Company: Conexus

Conexus is a company that specializes in providing ecommerce integrations using the ATG Platform. At this company I was part of the ATG consulting team. The role specifically involved application design and development.

- Consultancy (Nokia) Proof of concept. Setup of a basic ATG Application cluster to demo areas of the ATG Commerce suite such as a storefront , BCC (PIM/Content application) and CSC (Customer services application). The purpose of this project was to evaluate ATG being a suitable replacement for the main commerce site.
- Consultancy (Farnell Group) Involved in a two year project split between US division (Newark.com) and European division (Farnell.com) to redevelop their existing application to utilize ATG 7.1. The areas of development include:

Database: Oracle 9 (development of packages / procedures) .

Application: Storefront worked extensively with user registrations / account management (B2C/B2B), Checkout process

(B2C / B2B) ,Order Management: Integrations to back end systems as well as the development of bespoke order Management tool (B2C / B2B).

2002 – Role: Senior Java Developer
2005 Company: Software Support Solutions

Software Support Solutions was a company formed from members of the ('Woolworths group 'Streetsonline') software development team. This company is involved in all of the software development and consultancy for all Woolworths group

sites, in particular the Woolworths site. At this company I took the lead role on a number of projects and earlier this year

moved to a contract position for this company in a consultancy role. The majority of software development has been for the

ATG Dynamo (5.1.6) platform and therefore I have gained a lot of experience with respect to a the low-level functionality

of this application server. Development has varied from maintenance of key ares of the site all the way to large projects:

- **Woolworths Online Till Service:**

Consultancy and Initial development of the service ('micro -site') that would allow the tills within the Woolworths stores to access the site. Allowing employees of the stores to place orders on behalf of the customer. This system had to be developed with an number of requirements in mind, such as bandwidth , UI (User Interface) and the ability to operate with minimal profile information.

- **Custom Pricing System**

Developed to match the pricing system that was available in store, and difficult to replicate within the ATG pricing / promotion system. This project required in-depth and heavy modification of the ATG pricing system.

- **Woolworths Digital Service** This is a large scale ongoing project that I have been involved with since its inception and taken a lead role on. The project was to provide a service to the Woolworths group sites to allow customers to purchase music online. This service required the functionality that the delivery of the music was seamlessly integrated into the site. This project has been developed using ATG Dynamo, but utilizes web services and another application server JBOSS.

2000 – Role: Java Developer
2002 Company: Woolworth's Group (Streets-Online) 'MVC', 'Woolworths',
'TrackLicensing.com' ,
'Coca-Cola'

Streets-Online is a company that provides a number of e-commerce solutions for companies within the Woolworths group. My Responsibilities in terms of development have varied considerably at this company. My primary focus has been on developing software for the e-commerce systems. The development of software was initially for bespoke systems (systems built from the ground up) and then finally to the entire migration of the system to an application server

(ATG Dynamo).

- **ATG Dynamo Migration:**

Heavily Involved in the migration of latter Woolworths e-commerce system to the application server ATG Dynamo. Focused on the development of the front end components for all the existing sites (as listed above).

- **MVC Framework:** Assisted in the creation of a custom built e-commerce framework based on the (Model View Controller) pattern, by creating and implementing low level systems such as logging, Resource Management etc. Development meant that we had to design all components generically, as its primary function was to allow Streets-Online to develop sites for themselves and other companies based on the "White Labeling" concept.

- Data-Feed Image Processing: Designed and implemented an application that processed Image Data – Feeds from numerous sources. This application was built with scalability in mind and developed using technologies such as XML / XSL and API's such as ImageMagik.

Education:

1997 – 2000	University of Sussex	BSc. Computers Science and Artificial Intelligence 2:2
1996 – 1997	Hastings College of Arts and Technology	BTEC National Diploma Computer Studies (Distinction)

Training / Courses:

Coursera	Programming Internet Of Things (Taught by University of California, Irvine)
Coursera	Game Development and Design (Taught by : Michigan State University)
ATG Dynamo	Data Access and Personalisation for e-commerce.
Hybris	Core Developer Training / Certified Hybris Core Developer

Other Interests:

3D Printing: I have been involved with 3D printing for a number of years now an currently own two 3D Printers. A Lulzbot Taz-5 and a CR-10. I utilize Autodesk Fusion 360 , to create my own designs.

Sports: I am a highly active individual who enjoys both strength and functional training. Currently I am both a long term member of a local Cross-fit group and a Running group. I have taken part in numerous Obstacle and Trail races as well as road races.

Personal Details:

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