



JEFF JOHNSTON

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INTERESTS

Software architecture, design and programming with a concentration on mobile and emerging technologies.
Development of new technologies supporting distributed enterprise software architecture.

EDUCATION

DEGREE	INSTITUTION	YEAR	CONCENTRATION
M.S.	DePaul University Department of Software Engineering College of Computing and Digital Media Advisor: Harold Streeter	2012	Software Development
B.S.	Miami University Department of Business Administration	1990	Marketing
High School	Lincoln-Way High School New Lenox, Illinois	1986	--

RELATED COURSEWORK

Concepts in Programming Languages	Software Architecture
Distributed Systems	Mobile Application Development
Software Testing and Quality Assurance	Object-Oriented Modeling
Object-Oriented Software Development	Software and Systems Project Management
Programming in Java I & II	Data Structures and Algorithms in Java
Software Engineering Studio I & II	Database Design

RELATED EXPERIENCE

ILL CORPORATION Boulder, Colorado
Software Engineer - Lead iOS Developer February 2013 – January, 2014
 Lead iOS engineer practicing agile software development of media, social and medical data-driven applications for clients such as Viacom, HBO, Herff Jones, Healthways and AOL.
Languages and Protocols: Objective-C, Ruby on Rails, MySQL
Tools: Xcode, MySQLWorkbench, TextMate

INTERNATIONAL CRANE FOUNDATION Baraboo, Wisconsin
Volunteer - Technical Consultant and Software Developer June 2011 – February, 2013
 Concept, design and programming of a mobile application for the iOS platform. Consulted on a continuum of mobile marketing and mobile application development topics including mobile marketing for non-profits, mobile application design, and mobile software platforms.
Languages and Protocols: Objective-C, iOS SDK, Java, JSON, RESTful APIs, PHP, MySQL, Objectify, cURL
Tools: Xcode, Eclipse, Google App Engine, Joomla, WordPress, phpMyAdmin

VURV DIGITAL

Founder – President and Chief Marketing Officer

Chicago, Illinois

June 2001 – October 2003

Concept, design and programming of digital asset management software targeting small to mid-sized creative organizations with aim to manage their digital assets, creative capital and business information.

Languages and Protocols: Java, MySQL, .NET**Tools:** JBuilder, Visual Studio**RESEARCH AND ACADEMIC EXPERIENCE****DePAUL UNIVERSITY**

Graduate Research and Master's Project

Chicago, Illinois

August 2011 - June 2012

Focus on mobile application software development and current platforms and frameworks designed to help small to mid-sized non-profit organizations connect with constituents using mobile technologies.

Research Focus: Mobile Application Development for the Non-Profit Sector.**Project Focus:** Concept, design and programming of a mobile application supporting the International Crane Foundation.**OTHER EXPERIENCE****MARKETING CONSULTING**

Strategic and Account Planning / Business Development

Chicago, Illinois

October 2009 - Present

Developed and implemented strategic plans for brand positioning, integrated marketing campaigns, digital and interactive promotions and shopper marketing programs.

Brands: Optimum Nutrition, Garrett's Popcorn, Servicelive.com**TWO BY FOUR**

Group Account Director / Director of Business Development

Chicago, Illinois

July 2008 - September 2009

Member of senior management team responsible for all new business development and account management.

Developed integrated social media and direct response customer communication and promotional programming. Responsible for a staff of 25 people.

Brands: Grainger, Bridgestone/Firestone, Johnson & Johnson, Turtle Wax**THE MARKETING STORE**

Group Creative Director / Strategic Planning Consultant

Oak Brook Terrace, Illinois

June 2004 - June 2008

Responsible for managing and developing creative strategy for the agency's core account group and all new business opportunities. Developed and implemented integrated marketing campaigns for online and retail environments. Pitched and won new business resulting in over \$3M in new revenue for the agency.

Brands: Coca-Cola, ConAgra, Miller Brewing**HALO INDUSTRIES**

Senior Vice President of eBusiness Development

Chicago, Illinois

January 2000 - May 2001

Led the eTransformation of HALO and its divisions through the development and implementation of strategic plans and practices with a focus on the transformation of key business operations through the use of new technologies. Advised principals of corporate divisions and Board of Directors on the integration and use of new technology resulting from acquisition, partnership, or alliance and its impact on business operations and practices.

Companies: UPSHOT, LAGA (Lipson, Alport & Glass), MarketUSA, HALO Sports, Starbelly.com**UPSHOT**

Vice President / Business Development

Chicago, Illinois

August 1994 - December 1999

Member of agency Senior Management Team and Steering Committee with a focus on developing and acquiring digital and online marketing resources to expand agency competencies. Led and managed new business development efforts and all account and client service for the agencies largest client. Managed a team of 25 account staff members.

Brands: Anheuser-Busch, Ford Motor Company, Citibank, Bacardi Imports, VF Corporation, Mirage Resorts

TECHNICAL SKILLS

PROGRAMMING LANGUAGES

Primary: Objective-C, iOS SDK

Knowledge: Java, PHP, Scheme, Scala, JavaScript, C/C++, XHTML, CSS

OPERATING SYSTEMS

Unix, Linux, OS X

APPLICATIONS, TOOLS and APIs

Xcode, Eclipse, Netbeans, Wireshark, SQLDeveloper, MySQL, phpMyAdmin, Google App Engine, RESTful, Objectify, cURL, OmniGraffle, Perforce, Bitbucket, SourceTree, Pixelmator, Tower, MySQLWorkbench

TECHNICAL ACHIEVEMENTS

StrataLogica (iPad Application). Programming. June 2013.

BlackBook Royale (iPhone Application). Programming. May 2013.

wellbeingGO (iPhone Application). Programming. May 2013.

CC: Stand Up (iPhone & iPad Application). Programming. February 2013.

ICF Mobile (iPhone Application). Concept, design and programming. November 2012.

chat2class (iPhone Application). Concept, design and programming. June 2012.

Star Words (iPhone Application). Concept, design and programming. November 2011.

PRESENTATIONS

March 2012. DePaul University College of Computing and Digital Media. *Google Search Engine Architecture: An Overview*. Chicago, Illinois.

February 2012. The International Crane Foundation. *The ICF Mobile Application: A Concept Presentation*. Baraboo, Wisconsin.

June 2011. The International Crane Foundation. *Mobile Marketing and the International Crane Foundation*. Baraboo, Wisconsin.

PAPERS AND ARTICLES

Johnston, J. June 2012. "ICFMA: The International Crane Foundation Mobile Application". *DePaul University College of Computing and Digital Media*. Chicago.

Johnston, J. March 2012. "Mobile Application Development for the Non-Profit Sector". *DePaul University College of Computing and Digital Media*. Chicago.

Johnston, J. March 2012. "Playing Nicely Together: The iOS Platform and Google App Engine". *DePaul University College of Computing and Digital Media*. Chicago.

Johnston, J. February 2012. "The Role of the Architect". *DePaul University College of Computing and Digital Media*. Chicago.

Johnston, J. June 2011. "Google's MapReduce: Using the Re-Execution Mechanism For Fault Tolerance". *DePaul University College of Computing and Digital Media*. Chicago.

Johnston, J. May 2011. "The Implementation of Distributed Hash Tables for Large-Scale Peer-To-Peer Systems". *DePaul University College of Computing and Digital Media*. Chicago.

MEMBERSHIPS AND ASSOCIATIONS

The Honor Society of Phi Kappa Phi. Member, April 2011.

Upsilon Pi Epsilon. International Honor Society for the Computing and Information Disciplines.
Member, April 2012.

REFERENCES

Available Upon Request