Overview

Peter Maloy
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Experienced Software Architect with completed projects on a wide range of platforms including online systems, multi-core high performance SOCs, and resource-constrained low cost microcontrollers.

Looking to take hands-on ownership of software development, working with a team to develop flexible efficient products with high reliability and low cost of maintenance.

Leadership & Mentoring **System Specification** **Software Architecture** **Commercial Experience**

Career

Streamers LLC

Operations Director   January 2008 to Present

A company my wife and I established in 2008 to sell children's clothing on Wholesale and Retail websites. Turnover is growing steadily, and we have launched redesigned websites written in PHP, leveraging AJAX interactivity and performance optimizations including MySQL query caching and an NGINX veneer for static content delivery.

The new sites, KidsWearhouse.net and KidsWholesaleWearhouse.com are integrated with the back-end database and order processing system that I had previously implemented.

The new system reduces dramatically the workload and level of expertise required to run the business day to day, so I am looking for fresh challenges.

I am currently providing course leadership for ARM Processor training classes for Western Digital on a contract basis, and software consulting (javascript, jquery, php) to various clients.

Studio LLC

Senior Technical Project Manager   June 2012 to February 2013

Responsible for resource management including hiring and termination for a small team of front end and back end web and mobile app developers. The number of projects active at any given time exceeded the in house development team's capacity, so I also managed local and offshore contractors. This was not supposed to be a position that required any hands-on coding, but in several cases I was deeply involved in coding when specific team members were out of their depth and there was a risk of breaking Studio's promise to never, ever miss a deadline.

I was actively involved in writing project definitions and proposals that won several high profile projects for the company, including defining the API for the http://www.cra.sh/ website and mobile app, and defining the overall architecture for a major ecommerce site, expandable to support twelve more websites based off of a single admin system.

This position required approximately twelve hours each day for me to keep on top of all of my areas of responsibility; although I loved the job and working with the developers and management team, the fact that the office was 80 miles away from my home proved too much. When it became apparent that the effort was unsustainable, I gave and worked three months notice so that I could build up the development team to the capacity and skill set required for upcoming projects, and to hire and train my replacement.

Callfinity Inc.

Part time Senior Software Engineer   April 2010 to October 2010

Provided guidance for Callfinity's re-architecting effort to ensure that their new code base will be easier to maintain and extend than their legacy VOIP product. Provided a system-wide perspective for some excellent engineers who had formerly been entirely focused on just the features they had been developing. Established component boundaries and clean interfaces. Wrote the central call queuing component in Erlang.

Western Digital Corporation

Senior Staff Engineer   April 2002 to February 2010

A three-month contract was extended to three years as a contractor, then a further five years as an employee. I was recommended to WD by ARM Ltd as an in-house/on-call ARM processor expert when WD started developing their first ARM Powered Hard Disk Drive.

Rewrote WD's servo positioning code to give a 5x speedup with increased filtering; both original and replacement code was written in ARM966 assembler. This was a key metric that convinced WD that the ARM drive was feasible, and resulted in the immediate hiring of over thirty engineers.

Worked across multiple departments and drive programs to optimize code and mentor in good engineering practices; all Western Digital hard disk drives manufactured in the past six years (and many earlier drives) contain my code.

Part of a team of four architects who designed WD's next-generation firmware framework. Used in Western Digital's first enterprise SAS drive.

CodeSprite Inc.

Consultant   January 2000 to February 2005

Taught approximately thirty three-day and four-day ARM software and hardware training classes; provided independent competitive analysis and benchmarking for ARM Ltd; Assisted Sharp, HP, Western Digital and technology startups with ARM system expertise.

Developed a program that turned a textual description of a memory map into a binary Memory Management Unit control table set. This tool was purchased by ARM and is still distributed with their development tools.

ARM Ltd

Software Consulting Manager   1995 to 2000

ARM's first software engineer in their then-new Consulting Services department. I was responsible for providing software components and advice to OEMs and semiconductor partners as a paid service.

My role was 50% commercial and 50% technical; as the Software Consulting business grew to a pool of 40 available engineers, my role transitioned to developing work specifications, negotiating consulting contracts and selecting and managing teams to carry out consulting projects.

Education

OND Technology

Harlow Technical College, UK

Open University 1993-1996 BSc Mathematics and Computing

Education and work experience adjudicated in 2002 by City University of NY to be the equivalent of a BSc in Computer Science including 6 years University attendance.

Ongoing self-education in the many aspects of computer science that interest me. I evaluate new programming languages, libraries and frameworks on a regular basis, for example I experimented with erlang before I had the opportunity to use it at Callfinity and I am currently learning Python by using it for simple utilities. I am particularly interested in developing techniques to simplify multi-threaded distributed programming for traditional linear software engineers.