Jeff Williams

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2012 - present Rubicon Project, Inc. San Francisco, CA

ARCHITECT, PROGRAMMER

Design and implementation of high-volume event-driven ad tracking system. Contributor to native ad technologies and core ad serving infrastructure.

2010 - 2012 Mobsmith, Inc. San Francisco, CA

ARCHITECT, PROGRAMMER

Design and implementation of a scalable, easy-to-use platform for rich-media mobile advertising. Built key components, including cross-platform ad design tool, database schema and data collection services. Acquired by Rubicon Project, Inc.

1998 - 2009 Yahoo!, Inc. Sunnyvale, CA

PROGRAMMER

Yahoo! Advanced Products. Contributed to product strategy, technical design and implementation for exploratory sites, including Yahoo! Kickstart and Live.

TECH LEAD, PROGRAMMER

Yahoo! Mail and Address Book. Designed and led implementation and deployment of high-volume, globally-distributed address book. Responsible for technical direction, API design and capacity planning. Designed and implemented BulkStore, a system for massive, rapid storage of bulk mail. Designed a message locator scheme to enable tiered storage of email.

DEVELOPMENT MANAGER, PROGRAMMER

Yahoo! Address Book and Calendar. Led small team of engineers developing Address Book, Calendar and Notepad. Key contributor to first version of Yahoo! Calendar.

1993 - 1997 Apple Computer, Inc. Cupertino, CA

PROGRAMMER, RESEARCHER

Advanced Technology Group. Developed user interfaces and applications for The Big Table, a 360°-approachable, object-sensitive computing surface.

TECH LEAD, PROGRAMMER

Operating System Group. Designed and led implementation of PPP and Remote Access networking stacks. Contributed to development of TCP/IP and AppleTalk stacks.

1988 - 1993 Torque Systems, Inc. Palo Alto, CA, New York, NY

TECH LEAD, PROGRAMMER

Developed APIs and client-server infrastructure for a distributed computing platform for Macintosh and Sun workstations. Developed thread manager for Macintosh System 6 and 7.

1986 1988 University of Pennsylvania Philadelphia, PA

MS, Computer Science

1981 - 1984 Colgate University Hamilton, NY

BFA, major in physics

SKILLS C, C++, Javascript, Ruby/Rails, Python, node.js, Redis, Elastic Search, MySQL, HTML, Agile development methods, etc.