

# Adam Flater's Experience

- **Technical Architect and Evangelist**

- **Roundarch**

- (Privately Held; Information Technology and Services industry)

- March 2009 — Present (1 year 6 months)

- A History of Focus in the Web Channel

- Roundarch was founded in June of 2000 by Deloitte and WPP. The vision was to create a new specialist consulting firm that combined WPP's creative and marketing capabilities with Deloitte's systems integration capabilities.

- Our body of works ranges from high traffic consumer sites such as Hershey's and AVIS, to B2B extranets such as Bear Stearns and Agilent, to high traffic government sites such as the US Air Force and the Centers for Disease Control and Prevention. While our client base is diverse, they all share a common need to optimize the Web in highly competitive and complex environments.

- Today, Roundarch is an independent entity, privately owned and operated by its senior management. We continue to use our unique blend of strategy, design and technology to optimize the Web for the world's largest organizations. And we continue to drive innovation in the space.

- **Speaker**

- **360|Flex**

- (Internet industry)

- August 2007 — Present (3 years 1 month)

- 360|Flex is a community driven event. The sole purpose of the show is to bring the best of the Flex community together in one place to share war stories from the trenches and to allow the experts to share their deep technical knowledge to a large group. Another benefit is finally being able to put a face, voice and personality onto the bloggers, flexcoders and article writers that you've come to depend on.

- **Presenter**

- **Flash Conferences**

- (Computer Software industry)

- 2006 — Present (4 years )

- **Software Architect**

- **Universal Mind**

- (Privately Held; Information Technology and Services industry)

- December 2007 — March 2009 (1 year 4 months)

- Universal Mind brings rich Internet applications to the agile enterprise – powered by innovative technologies such as Adobe Flex and AIR – delivered within your parameters of time, budget, functionality and performance.

- In a field where talent is scarce, Universal Mind is a scalable resource that completes your in-house team for RIA development. We turnkey entire projects – or enable you to do so – at the level of engagement most comfortable for you.

- **Flex Software Architect – Consultant**

- **J&J**

- (Public Company; JNJ; Pharmaceuticals industry)

- November 2008 — December 2008 (2 months)

- Flex Software Architect – Consultant**  
**Oppenheimer & Co.**  
 (Public Company; 1001-5000 employees; OPY; Financial Services industry)  
 August 2008 — October 2008 (3 months)  
 Worked as an enablement provider to mentor and lead a team kicking off their first Flex 3 application.  
 Flex 3, XML Web Services
- Flex Software Architect – Consultant**  
[Intuit](#)  
 (Public Company; 5001-10,000 employees; INTU; Computer Software industry)  
 July 2008 — August 2008 (2 months)  
 Developed and architected a proof of concept Flex 3 application to be deployed in the Intuit Partner Platform Flex based cloud computing solution.  
 Flex 3.0, Intuit Partner Platform Cloud Computing Platform
- Flex Software Architect – Consultant**  
**NASDAQ Stock Market**  
 (Computer Software industry)  
 March 2008 — July 2008 (5 months)  
 Worked with the NASDAQ team on Market Replay version 2.0. Market Replay is an extremely powerful replay and analysis tool, allowing users to view the consolidated order book and trade data for NASDAQ-, NYSE- and Amex-listed securities at any point in time.  
<https://data.nasdaq.com/MR.aspx>  
 Flex 3, AIR 1.0, Amazon S3
- Flex Software Architect – Consultant**  
[IHG](#)  
 (Public Company; 10,001 or more employees; IHG; Hospitality industry)  
 January 2008 — March 2008 (3 months)  
 Developed a Flex application that was an internal tool for IHG.
- Software Architect**  
[EffectiveUI](#)  
 (Privately Held; 11-50 employees; Internet industry)  
 September 2006 — November 2007 (1 year 3 months)
- Flex Software Architect – Consultant**  
[NBCi](#)  
 (Public Company; 501-1000 employees; NBCi; Internet industry)  
 January 2007 — February 2007 (2 months)
- Flex Software Architect – Consultant**  
[eBay](#)  
 (Public Company; 10,001 or more employees; ebay; Internet industry)  
 September 2006 — January 2007 (5 months)  
 Developed user interface elements for the alpha version of eBay Desktop (code name San Dimas) using Apollo (AIR alpha). Lead the production effort to develop a Flex SDK in Java for the eBay web services on the release version of eBay Desktop.  
 Flex 2, AIR Alpha (Apollo), Apache Axis 1.0, Java, ANT

- **Software Engineer**  
**NameProtect, Inc. (a CSC Company)**  
(Computer Software industry)  
2005 — 2006 (1 year )  
Adam was hired to learn Adobe's Flex 2.0 platform and create applications to enable employees to more efficiently search the company's data warehouse of intellectual property data.  
Application: Lexis Nexis Search Interface  
Technologies: Flex 2.0, Axis Web Services, Java  
A Rich Internet Application using Flex 2.0 that allowed internal clients to research Lexis Nexis sources more efficiently.  
Added benefits to the Lexis Nexis HTML based web client were: ability to queue multiple queries, increased speed of importing into internal legacy applications, assistance in writing more efficient queries.  
This project was estimated to have saved approximately 10-15 minutes per report (the company's main product). At a capacity of 80 reports per day, the company gained over 250 hours per month in efficiency.  
Flex 2.0, Apache Axis, Tomcat, Java 5
- **Software Developer**  
**[IDG of Wisconsin](#)**  
(Privately Held; Publishing industry)  
2002 — 2005 (3 years )  
In his tenure at IDG Adam served as a consultant, product manager, and a mentor for junior developers.  
Product: Venga  
Technologies: Java – Swing, TCP Sockets, JavaMail  
Venga was a communication application marketed to the dental industry. Modeled after legacy hardware based communication systems Venga was sold at a fraction of the cost. Venga was known as one of the leading choices of communication systems in dental offices. Adam maintained the product and reseller relations, managed technical support, created and maintained an e-commerce solution for the product and administered major installations on site.  
Java, HTML, JavaScript, IIS Web Server, MS Visual FoxPro

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## Adam Flater's Education

- **University of Wisconsin-La Crosse**  
1997 — 2001  
Researcher, CIPS: Conceptual Image Processing  
Dean's Summer Research Fellow  
Developed a Java-based Image Processing Package for Pedagogical use  
Researcher, JVis: Java Visualization of Satellite Imagery  
Funded by the Wisconsin Space Grant Consortium  
Utilized NASA's CDF file format to analyze satellite data  
Presented at the 2000 Wisconsin Space Grant Conference