

Marshall Roch

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SUMMARY OF QUALIFICATIONS

- More than six years of experience producing standards-compliant, cross-browser XHTML, CSS and AJAX.
- Four years of experience building and deploying highly-available, scalable Ruby on Rails applications.
- Advanced knowledge of human-computer interaction, user research, usability evaluation and interaction design.

TECHNICAL SKILLS

Computer Science: Ruby on Rails, Java, JavaScript & AJAX, XHTML, CSS, XML & SOAP, SQL, Perl, C/C++

Design: Photoshop, InDesign, Flash, OmniGraffle, other prototyping tools

IT: Linux, Apache, MySQL, mail servers, high-availability clusters, SAN/iSCSI, OS X Server, Windows Server

EDUCATION

2009 **M.S., Human-Computer Interaction**, Carnegie Mellon University (expected December 2009)
QPA: 4.0 / 4.0

2005-2009 **B.S., Computer Science & Human-Computer Interaction**, Carnegie Mellon University (May 2009)
QPA: 3.23 / 4.0

PROFESSIONAL EXPERIENCE

Summer 2008 **UI Software Developer (Intern)**
–Present Salesforce.com, San Francisco, CA

Improved and refactored several parts of the Salesforce user interface framework and added over two thousand automated tests. Also implemented new features related to localization. Gained experience with large-scale Java web app development; changes have been deployed to over 1.5 million Salesforce users.

2007–2008 **Web Application Developer**
Values of n, Inc., Portland, OR

Worked with a small team of other entrepreneurs on Stikkit and Sandy, two web-based productivity applications. Designed and built web and email interfaces using Ruby on Rails and standards-compliant XHTML, CSS and AJAX. Applied interaction design skills to simplify complex natural language processing tasks into usable UIs. Integrated Sandy with Twitter, Jabber, SMS and iCalendar.

2005–2007 **Web Development Consultant**
Kineticode, Inc., Portland, OR

Worked closely with clients at two major music-related magazines to successfully move their web sites to the Bricolage enterprise content management system. Designed functional specifications, workflow processes and standards-compliant templates to streamline management of the magazines' web presences.

Summer 2005 **Google Summer of Code**
& Summer 2006 Bricolage Project

Redesigned the user interface of the Bricolage open-source enterprise content management system, applying knowledge of human-computer interaction to greatly improve usability and productivity. Used Perl and AJAX (Prototype and script.aculo.us).

EXTRACURRICULAR ACTIVITIES

January 2006 **Online Editor & Contributing Editor**
– *Present* *The Tartan News*, Carnegie Mellon University

Oversaw a small group of developers to build the Ruby on Rails-powered content management system used to produce Carnegie Mellon's student newspaper. Redesigned *thetartan.org*, which was awarded the Associated Collegiate Press's Online Pacemaker award for best college newspaper website.

Developed *ScheduleMan.org*, a web application also powered by Ruby on Rails and AJAX that helps students schedule courses. Due largely to its innovative interface, ScheduleMan displaced a competing system to achieve 80% market share after the first year.

January 2006 **Systems Manager**
– *December 2008* *The Tartan News*, Carnegie Mellon University

Responsible for supporting the IT needs of 150 staff members. Planned, secured funding for, and successfully executed a three-year, \$30,000 project to upgrade the newspaper's production workstations, servers and networking infrastructure.

Also built a highly-available, clustered server platform to host mission-critical applications including the Rails/Apache/MySQL stack, file server and Open Directory server.

RELEVANT COURSEWORK

Masters of HCI Capstone Project

Served as Technical Lead on an interdisciplinary team working with the Salesforce.com User Experience team on an eight-month-long "end-to-end" capstone project. Identified the largest unmet needs of Salesforce users through exploratory user research. Then built a prototype that solves those needs through an iterative process involving several rounds of usability testing.

The Social Web: Content, Communities, and Context

Studied the social, technical and business challenges in building a "Web 2.0" community. Learned state-of-the-art methods to encourage contribution by newcomers, exploit the wisdom of crowds, and take advantage of the social graphs forming on sites like Facebook and Twitter.

Web Application Development

Produced database-powered web apps in Java. As a final project, built an event planning system in Rails.

PROFESSIONAL MEMBERSHIPS

- Association for Computing Machinery, Special Interest Group on Computer-Human Interaction (SIGCHI)
- American Mensa

AWARDS

- **Senior Leadership Recognition Award**
Carnegie Mellon University, 2009
- **Online Pacemaker Award for Best Newspaper Website**
Associated Collegiate Press, 2006