

# Anders Bo Pedersen

Mobile Development Consultant & Partner at Springfeed Consultancy

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Year of birth: 1979

## Summary

Senior software engineer specialized in mobile software development. Broad professional experience with all aspects of mobile development, technical understanding of all major mobile platforms and extensive knowledge of mobile handset limitations and diversities.

Past projects have taken me from running my own mobile gaming startup to working with global mass market mobile applications at the largest telecom giants in the world. Both these industries and their very different sets of characteristics and challenges appeal me and I see myself working in either of them with equally dedicated commitment in the future.

Extensive experience with cross-platform frameworks like J2ME Polish and LWUIT. Have applied these frameworks in several massive scale projects and ported to J2ME, Blackberry and Android based on a single code base. I furthermore contribute many of my custom extensions to these frameworks to these open source projects (e.g. 3D Graphics package of J2ME Polish).

Highly specialized in computer graphics programming and UI optimization. With educational background in both computer science and design, I have a good understanding of what designers are striving to achieve and know where to 'cut corners' to ensure a fast performing UI without impacting on the intended user experience.

## Specialties

Keywords:

Java ME, BlackBerry, Android, Symbian, iPhone, J2ME Polish, LWUIT, Apache Ant, Build Systems, Eclipse, Computer Graphics, 3D Graphics, OpenGL ES, M3G, SVG, Image Processing, HCI, Architecture and Design Patterns, Location Based Services, Game Engine Programming, Certified ScrumMaster (ScrumAlliance), Graphics Editing Tools (Gimp, Inkscape, ImageMagick, Adobe CS)

## Languages

Danish (native), English (expert), German (novice)

## Competences

Competence	Years of experience	Last Used	Level
3D computer graphics	3	2011	Experienced
Architecture	5	2011	Expert
HMI (Human Machine Interface)	9	2011	Very experienced
Interface Design	9	2011	Very experienced
Internet	9	2011	Very experienced
Multimedia	7	2011	Very experienced
OOP (Object Oriented Programming)	7	2011	Expert
Programming	7	2011	Expert
Scrum	3	2010	Experienced
System Development	7	2011	Expert
Team Lead	1	2008	Experienced
Usability	9	2011	Very experienced
User Interface Development	9	2011	Very experienced
Web Design	9	2011	Experienced
Consulting	2	2011	Expert
Education	2	2006	Very experienced
Mobile	6	2011	Expert
Telecommunications	6	2011	Expert

## IT Competences

Technology	Years of experience	Last Used	Level
C	3	2008	Very experienced
C++	3	2008	Very experienced
Flash ActionScript 1.0	4	2005	Experienced
Flash ActionScript 2.0	4	2005	Experienced
HTML	6	2011	Very experienced
Java	7	2011	Expert
JavaScript	7	2010	Good knowledge
Matlab	7	2002	Good knowledge
Python	2	2005	Good knowledge
Flash	4	2004	Experienced
Java ME/J2ME	7	2011	Expert
Java SE	7	2011	Expert
JSON (JavaScript Object Notation)	3	2011	Very experienced
OpenGL	5	2010	Very experienced
Android	2	2011	Expert
BlackBerry OS	3	2011	Expert
Symbian	2	2007	Very experienced
MySQL	2	2011	Experienced
Code Warrior	2	2007	Experienced
CruiseControl	1	2009	Experienced
CVS	1	2010	Some knowledge

Eclipse	7	2011	Expert
Microsoft Visual C++	2	2007	Very experienced
Netbeans	1	2008	Experienced
SVN (Subversion)	4	2011	Very experienced
TeamCity	2	2011	Experienced
Adobe Illustrator CS	8	2011	Very experienced
Adobe Indesign CS	8	2009	Experienced
Adobe Photoshop CS	8	2011	Very experienced
Autodesk Maya	3	2008	Experienced
GIMP (GNU Image Manipulation Program)	2	2011	Experienced
InkScape	1	2011	Experienced

## Experience

### **Springfeed Consultancy (Copenhagen)**

Owner, System Developer, System Architect

April 2010 – Present

Springfeed Consultancy is a software house with main office in Copenhagen, Denmark. We develop mobile solutions and give advice in the trends and characteristics of the fast growing mobile industry. We develop for all mobile platforms and also supply mobile web solutions. We focus on 3 areas of work: consulting, doing projects for others and doing in-house projects.

### **Syntonetic Aps (Copenhagen)**

System Architect, System Developer, Implementation

February 2011 – July 2011

The 'Moodagent' app is a mobile music player that creates playlists based on the users mood. It is downloaded over 6 mill times worldwide across the supported platforms.

The consultant implemented Moodagent for BlackBerry and Nokia S40. The solutions was done based on a single codebase to ease maintenance.

The Blackberry version was downloaded 400.000 times the first 10 days after its release in May 2011 on Blackberry app world.

The Nokia S40 version is being pre-installed on several S40 devices in Q3 2011.

#### **Responsibilities/actions were:**

- Responsible for 'View' layer of implemented MVC design
- Integration of UI logic/functionality to 'Model' layer
- Development of UI rendering engine that automatically adjusts assets to device screen size
- Development of Blackberry UI for touch and non-touch devices using native BlackBerry JDK

- Development of Nokia S40 UI for touch devices using LWUIT
- Development of fully automated build system using Apache Ant that besides handling app generation, optimizes code and reduces size of assets

**Technologies used:**

BlackBerry JDK, Java ME/J2ME, Apache Ant, XML, LWUIT, Eclipse, SVN, Proguard

**Boligsiden A/S (Copenhagen)**

System Architect, System Developer, Implementation

November 2010 – July 2011

Boligsiden is Denmark's largest and most popular real estate search engine.

The consultant developed an Android application that extends the services of the website. Used for finding real estate giving search criteria or using location based services. Integrated with social networks for sharing with friends.

**Responsibilities/actions were:**

- Responsible for the design and implementation of MVC design
- Implemented protocol- and networklayer using REST and JSON
- Implemented UI that supports all Android screen sizes
- Implemented module for handling location based services
- Development of fully automated build system using Apache Ant that besides handling app generation, optimizes code and reduces size of assets

**Technologies used:**

Android SDK, JSON, Facebook SDK, Apache Ant, Eclipse, SVN, Proguard

**Woerk ApS (Copenhagen)**

System Architect, System Developer, Implementation

May 2011 – July 2011

Woerk developed an iOS app for Nybolig who is one of Denmark's largest real estate chains.

The consultant developed an Android version of the original application. Used for finding real estate giving search criteria or using location based services. Integrated with social networks for sharing with friends.

**Responsibilities/actions were:**

- Responsible for the design and implementation of MVC design
- Development of protocol- and networklayer using REST and JSON

- Development of UI that supports all Android screen sizes
- Development of module for handling location based services
- Development of 2-layer caching system that stores responses in runtime and persistent memory
- Development of fully automated build system using Apache Ant that besides handling app generation, optimizes code and reduces size of assets

**Technologies used:**

Android SDK, JSON, Facebook SDK, Apache Ant, Eclipse, SVN, Proguard

**Bitabiz (Copenhagen)**

System Developer, Implementation

Oktober 2010 – July 2011

Bitabiz is a mobile and web based solution that offers companies an automation of many of their administrative tasks.

The consultant is responsible for maintaining and extending the codebase of the existing Bitabiz Java ME client. The consultant has also created Bitabiz web apps for iOS and Android.

**Responsibilities/actions were:**

- Development of web apps for Android and iOS
- Porting J2ME client to Blackberry
- Development of customized SMS protocol
- Development of native J2ME UI

**Technologies used:**

Android SDK, iOS, Java ME/J2ME, Blackberry JDK, Apache Ant, Eclipse, SVN, Proguard

**iRoots Aps (Copenhagen)**

System Architect, System Developer, Implementation

March 2011 – April 2011

iRoots developed an iOS app for the REMA 1000 who is a popular European supermarket chain.

The consultant developed an Android version of the original application. The application include recipes, shopping list, send to friend, showing nearest stores on map with opening hours and send to friend functionalities.

**Responsibilities/actions were:**

- Responsible for the design and implementation of MVC design
- Development of protocol- and networklayer using REST and XML
- Development of UI that supports all Android screen sizes
- Development of module for handling location based services
- Development of fully automated build system using Apache Ant that besides handling app generation, optimizes code and reduces size of assets

**Technologies used:**

Android SDK, XML, Apache Ant, Eclipse, SVN, Proguard

**Omnifone Ltd (London)**

System Developer, Implementation

August 2010 – November 2010

Omnifone is an independent provider of cloud based unlimited music services. They have developed music player solutions for several mobile carriers and internet service providers.

The consultant joined a project concerning the development of a mobile music player for a large mobile operator in its final stages. Via the application the user can preview, purchase and listen to music. The consultant was brought in as cross-platform expert to optimize the existing codebase. The music client was ported to Blackberry, Sony Ericsson, Nokia, Samsung and LG devices.

**Responsibilities/actions were:**

- Responsible for performance optimization using insight to Java ME/J2ME, Blackberry JDK and LWUIT
- Development of fully automated build system using Apache Ant for handling app generation

**Technologies used:**

BlackBerry JDK, Java ME/J2ME, JSON, Apache Ant, Eclipse, SVN, LWUIT, Proguard

**Vodafone/ZYB (Düsseldorf/Copenhagen)**

System Developer, Technical Designer, Implementation

June 2008 – March 2009

Vodafone is one of the world's largest telecom operators. Vodafone released a suite of internet services to their subscribers in 2009 called 'Vodafone 360'.

The consultant was part of the team that developed the 'Vodafone 360 People' mobile application. The application supported 100+ Java devices incl BlackBerry, Nokia, Sony Ericsson, Samsung and LG devices. The application offers automatic backup of the mobiles

contact phonebook, integration with social networks and much more. The production was localized to all Vodafone markets and released globally.

**Responsibilities/actions were:**

- Responsible for 'View' layer of implemented MVC design
- Integration of UI logic/functionality to 'Model' layer
- Development of cross-platform UI engine using J2ME Polish
- Optimization of code using static code analysis tool Coverity
- Ensuring code quality using Mobile Junit
- Development and maintenance of fully automated build system using Apache Ant and TeamCity

**Technologies used:**

BlackBerry JDK, Java ME/J2ME, JSON, Apache Ant, Coverity, Mobile Junit, Teamcity, J2ME Polish, Eclipse, SVN, Proguard

**ZYB Aps (Copenhagen)**

System Developer, Technical Designer, Implementation

June 2008 – March 2009

Zyb was a free online service that offered a backup of contact- and calenderinformation as well as sharing of these.

The consultant was part of the team that implemented the 'ZYB Phonebook' application for Java feature phones using Java ME/J2ME. The application hooks into www.zyb.com services and hence automatically backs up the native phonebook of the mobile phone and also integrates contact information from social networks. Zyb was acquired by Vodafone in 2008 and was meant to be the core of the 'Vodafone 360' service

**Responsibilities/actions were:**

- Responsible for 'View' layer of implemented MVC design
- Integration of UI logic/functionality to 'Model' layer
- Development of cross-platform UI engine using J2ME Polish
- Development and maintenance of fully automated build system using Apache Ant and Luntbuild

**Technologies used:**

Java ME/J2ME, Apache Ant, J2ME Polish, Eclipse, SVN, Proguard, Luntbuild

## **Portaplay Aps (Copenhagen)**

Partner, System Architect, System Developer, Implementation, Team lead

June 2007 – May 2008

PortaPlay is a Danish software company that specializes in mobile platform multiplayer gaming.

The consultant was responsible for managing a small team of developers as well as implementing a wide selection of multiplayer games for the Java ME/J2ME platform. The games were based on an alternative protocol and were turn based.

### **Responsibilities/actions were:**

- Managing small team of developers
- Responsible for architecture in all game productions
- Development of network module for handling customized SMS protocol and server integration
- Development of 2D graphics game engine using Fixed Point math
- Development of build system using Apache Ant

### **Technologies used:**

Java ME/J2ME, Apache Ant, Eclipse, CVS, Proguard

## **Danish Broadcasting Corporation (Copenhagen)**

Project Owner, System Developer

March 2007 – August 2008

DR is Denmark's national broadcasting corporation.

The consultant managed the development of a mobile solution that enabled the journalists of DR to record voicecalls on their Symbian OS mobile phones.

### **Responsibilities/actions were:**

- Responsible for specifications definition
- Analysis of hardware requirements
- Managing development outsourcing
- Testing solution and installation on target devices

### **Technologies used:**

Symbian SDK

## **UrbanChallenge Aps (Copenhagen)**

## System Architecture, System Developer, Implementation

September 2005 – May 2007

UrbanChallenge was a Danish software company that focused on application and game development for the Java ME platform.

The consultant was part of the team that developed the companys solutions.

### **Responsibilities/actions were:**

- Prototyping of game ideas
- Development of games and applications using Java ME/J2ME

### **Technologies used:**

Java ME/J2ME, Apache Ant, Eclipse, Netbeans, CVS, Proguard

## Education

### **IT-University of Copenhagen**

M.Sc. (Cand.IT), Multimedia Technology, 2004 -2007

Advanced Programming, Computer Graphics Programming, Game Engine Programming, Signal Processing, Mobile Platform Development, OpenGL, C, C++, Nvidia CG

### **Aalborg University**

B.Sc, Medialogy, 2003 -2004

Automatic Perception, Human Perception, Software Development, Animation using Autodesk Maya, Film & Music Informatics, Hypermedia, Game Programming

### **Lyngby Business Academy**

Multimedia Design & Communication, 2000 -2002

Web Design, Web Development, Databases, Marketing, Organizational Structures, HTML, Adobe Flash, Adobe Shockwave

## Courses and Certifications

### **Scrum Master Certification**

Scrum Alliance 2010