

Edward Byron Smith

Senior Engineer

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I love building software that gets out of the hardware box and into the real world. Mobile computing is ideal for this: Your phone goes with you everywhere, it's your constant companion and should be your best tool. I want to make apps that people love using, apps that enable people to have great experiences, explore the world around them, and learn new things.

I concentrate on mobile and interactive software now, but I have a diverse career that spans back to the misty halcyon days of the Apple][. I've written operating system software for very large multi-processor mainframes, I've designed and built high volume on-line financial transaction processors, ATM systems, and data-communications systems. I've done embedded programming and cross platform game development.

Professional Highlights

Branch Metrics I worked at Branch for over two years during their phenomenal growth phase when they went from a small startup with fewer than 60 employees in a single office to a company with unicorn valuation and offices world wide.

Branch gets your users, especially first time users, into your app's content and helps retain them through best-in-class deep linking. Branch also provides metrics to gauge your app's growth with sophisticated tools like cohort analysis and fraud prevention.

I worked on the Branch iOS SDK which is used by over 24,000 apps in the app store, including apps like AirBNB, Pinterest, and Yelp. I concentrated on ensuring stability and compatibility across OS and hardware versions, instituted automated tests, analysis and builds. I wrote the macOS / tvOS SDK as well as a number of example apps and documentation.

SideCar I helped start SideCar, one of the first ride-sharing services. Before Lyft and Uber, SideCar started on-demand ride-sharing. It was a cowboy wild time and was pretty dang exciting. We opened a lot of doors for what would become an entire industry. I wrote the iOS versions of the app. Obj-C/iOS/Node.js/PHP/AWS.

Host Interface International From 1989 to 2005, I helped start and became a principal at Host Interface International. We developed and sold software and services for mainframe data-communications, especially financial communications, including software that became part of the STAR ATM networks. If you used an ATM in the 1990s or 2000s you probably used our software. Our clients included Citibank, The New York Federal Reserve, St. Louis Federal Reserve, FiServ, EDS, The Home Shopping Network.

Professional Experience

Branch Metrics Branch Metrics provides a mobile app deep linking and attribution ecosystem. I concentrated on stabilizing and enhancing the iOS SDK, created the macOS

and tvOS SDK, created extensive automated test suites, and added cross-SDK integrations and examples. Obj-C and Swift. September 2016–December 2018.

Blitz Blitz connects the hive-mind of real experts for actual, actionable expert guidance. Blitz is a mobile app that creates an instant market place for ideas and knowledge. Obj-C/iOS/Go/AWS. October 2015–September 2016.

BeingHappy Suppose you could really measure happiness? Suppose you could predict and take action on not only your own happiness, but whole groups of people's happiness? This project combines quantified self, big data, and mobile technology to explore these intriguing questions. Obj-C/iOS/Go/AWS. March 2015–October 2015

Relcy Relcy brings deep search to iPhone and Android. Because your phone is with you all the time and knows so much about you, it's an ideal platform for directed, task-specific search. We combined search and app deep-linking to make your phone a better tool. With Relcy you can, for example, find a restaurant, reserve a table, and get a ride to the restaurant with just a few taps on your phone. Obj-C/iOS/Go/Java/AWS. August 2013–March 2015

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Vualla Vualla was an interactive TV interface for the iPad. It was a TV guide and TV remote, it had extended online information about shows, and offered live chat rooms organized by TV show and time zone. Obj-C/iOS. September 2010–June 2011

Enki Train Enki sports offered an iPhone application with a hardware attachment for triathlon training. The application recorded and displayed your running or biking speed, heart rate, and a number of other statistics gathered through the hardware. The data could be uploaded to the Enki Sports web site to chart your training progress. Obj-C.

ipMap ipMap is a Mac OS X application that shows the geographic location and server information of all the current internet connections on your computer in real time. Written in Objective-C for OS X 10.5 and up. Obj-C/Mac.

Atmosphere Atmosphere is a simple application that reports the atmospheric oxygen content at your current altitude, which is useful for the breathing impaired that live in high altitudes, such as my father. Written in Objective-C for the iPhone. Obj-C/iOS.

irRemote This app made your Nokia cell phone into a universal remote that could control your TV, DVD Player, or nearly any infra-red remote capable device. It was ideal for turning off the TV in airports and bars. Written in Java for the Nokia S40 phones and C++ for the Nokia/Symbian S60 phones.

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Other Published Software

Double Image	Backup Software for Windows 95/98/ME/2000/XP – Visual C++ and MFC
Flash Compression	Mainframe data compression for Unisys A-Series/Clearpath – DMALGOL
DTCS	Mainframe file transfer system for Unisys A-Series Systems – DCALGOL
Allied General	A World War II strategy game for Macintosh and Windows, written in C++
X-Men Screen Saver	A screen saver featuring the licensed X-Men Cross platform – C++
Disney Collection Screen Saver	Cross platform Mac and PC, written in C++
Micro Cookbook	A Macintosh recipe database program written in C++
XLPA	A print subsystem for large (room sized) high speed Xerox laser printers.
PrintCat	A utility for harvesting and archiving print data – Unisys Algol.

Computer Languages, Technologies, Education

Languages Objective-C, Swift, Go, C++, C, Bash, Java, Python, Postgres PL/pgSQL, Algol, Fortran, UPL/SDL, NDII, Cobol, various scripting languages, etc etc.

Environments iOS, macOS, tvOS, Unix, Unisys A-Series

Web Working knowledge of HTML, CSS, Javascript, Apache and NGINX servers

Clients Clients include EDS, Home Shopping Network, FiServ L.A. and Seattle, Apple Bank, The New York Federal Reserve, Disney, Citibank, H&S Bakery, Unisys/Burroughs. Apple Computer, Northwest Management Services, Western Conference Teamsters

Bachelor of Arts, Mathematics Reed College, Portland Oregon, 1990

My thesis proved theorems about the groups on cubics in generalized finite dimensional affine projective space. https://books.google.com/books?id=EP_6PgAACAAJ.

Most Ancient Computer Programmed An IBM 403 accounting machine programmed by plugging wires into a wire-board.

Advisor, Check Your Science Check Your Science advises screen writers, playwrights, fiction writers, journalists and publishers to help them accurately depict science, mathematics and medicine in their work. We often work with the Manhattan Theater Club and the Alfred P. Sloan Foundation.