

Simeon Leifer

732 Viader Ct, Santa Clara, CA 95050
408-423-8220, simeon@pobox.com

Summary Macintosh and Software Engineering; Engineering and Management
15+ years experience with Cocoa, Objective-C, JAVA, JSP, C, C++, and Pascal

Highlights by Category **Web:**
▪ SocialNet.com

Commercially Shipped Products:

- eWorld Macintosh client
- QuickKeys (includes Instant QuickKeys, CEToolbox, QuickKeys extensions)
- Voyager VideoStack and CD AudioStack
- CD Companion Series: Beethoven's Ninth Symphony
- CD Companion Series: Stravinsky's Rite of Spring

Shareware Products:

- BetterHTMLExport – iPhoto web export plugin

Platforms and Languages:

- Macintosh, Palm,, UNIX workstations
- Cocoa, Objective-C, JAVA, C, C++, Pascal, and Motorola 68000 assembler

Press **QuicKeys:**

- The Automatic Mac (Brady Books, 1992)
- The Little QuickKeys Book (Peachpit Press, 1992)

BetterHTMLExport:

- Mentioned in almost every book that talks about iPhoto

Experience **2WIRE** November 2004-Present

- Work on NST, a cross-platform broadband subscriber self support tool.
- Server side support for some NST features; Java / Struts
- C++, Ruby, wxWidgets

SHAREWARE AUTHOR March 2001-Present

- Designed, specified, and wrote several shareware titles for Mac OS X including:
 - BetterHTMLExport - An iPhoto export plugin that gives users much more flexibility when exporting web pages. (Over 45,000 downloads)
 - NSSegmentedControlPalette – An Interface Builder plugin allowing editing of NSSegmentedControl objects.
 - Directions – An Address Book plugin to generate driving directions.
 - MailLight - A menu extra for easy notification of, and access to, new email received by Eudora.
 - ImageMaker - One of the first GUIs to facilitate creation of Disk Images on OS X.
 - Pronto Transfer - The first Mac application to support upload and download of Phillips Pronto Universal Remote configuration files. Also supports editing of the configuration using tiff images and XML.

MACROMEDIA May 2001-December 2001
Contract Engineer

- Work on Mac OS X migration of Dreamweaver.
- Specify and implement new features in Dreamweaver MX.

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SOCIALNET.COM

June 1997-February 2001

Founder and Director of Applications Engineering

- One of two engineers responsible for coding first version of site
- Managed project and contributed to the migration to middleware (java servlets and jsp) technology (completely rebuilding and testing site in 6 months with a team of 10)
- Acting Vice President—Engineering (twice, totaling 10 months)

APPLE COMPUTER, INC.

April 1994-May 1997

Internet Marketing Group (Webcasting)

- Sole engineer responsible for Macintosh software development
- Wrote calendar CGI (interactive calendar browsing and editing through a web browser)
- Wrote SpyCam (automated time lapse photography for the web, including FTP and movie building support)
- Wrote OneButton (tool to help users determine if they have all the software they need to view a specific webcast, including the solution of where to get it and FTPing it to them)
- Wrote SiteTool (for webmasters to ensure a page or site has no broken links and to get statistics on page size and download time)
- Wrote QuickTime Plugin (performed initial investigation and wrote Netscape Plugin for viewing QuickTime movies)
- Development environment: Metrowerks CodeWarrior, C++, PowerPlant

eWorld Group

- Lead engineer responsible for extending eWorld client functionality
- Wrote Access Assistant (client-side lookup and configuration of world-wide access numbers for eWorld)
- Wrote Mail Assistant (rule-based handling of incoming mail)
- Wrote Saved Mail (filed mail folders added to client)
- Development environment: Metrowerks CodeWarrior, C

CE SOFTWARE, INC.

February 1992-March 1994

Software Engineer

- Senior Software Engineer for QuickKeys (a Mac desktop automation tool)
- Wrote Instant QuickKeys (tool for users to create their own QuickKey shortcuts)
- Responsible for CEToolBox (driver providing common services to CE products)
- Wrote several extensions to the QuickKeys toolset
- Development environment: Macintosh Programmers' Workshop, C, Pascal, and Assembly
- Winner, "Best New Utility," 1993 MacUser Editor's Choice Awards
- Honorable Mention, 1992 MacUser Editor's Choice Awards

THE VOYAGER COMPANY

June 1989-October 1990

Software Engineer

- Developed HyperCard interactive multimedia stacks (accessed both laserdisks and CD audio discs)
- Design, programming, and testing of HyperCard stacks
- Development of XCMD laserdisk drivers in C and Pascal

Education UC-Irvine, BSEE 1991

Emphasis: Digital signal processing, computer vision, control systems. Project courses in CPU design, microcomputer design (including real-time control) and structured programming