

# YURI VAN DER MEER

## address

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## Profile

I am a perfectionist all-round web programmer and architect with strong communication and training skills. After years of experience in front-end development (Ajax), my more recent focus has been on developing complete data-driven web applications using the python-based Django framework.

I focus heavily on separation of concern, design patterns and reusable components. A big-time advocate of project automation, I love to continuously look for ways to further optimize workflows, all while making sure to deliver on time and within budget.

## Philosophy

**Programming:** I think of programming as a form of art. Code should be beautiful.

**Abstraction:** Although I have a great eye for detail, I have a constant need to abstract complex problems into simple, elegant solutions. A technical design does not have to be complicated to be good.

**Solutions:** As much as enjoy technique, I strongly believe that a piece of software – however beautifully written – is only as good as the problem it actually solves. I enjoy translating business problems into technical solutions that last.

## Professional Experience

**Co-Founder, Goeie Jongens (goeiejongens.nl)** Amsterdam, Mar 2010 – present:

Teamed up with Vincent Hillenbrink to prepare for web 3.0, and deliver some-state-of-the-art e-commerce and other web apps in the meantime!

**Freelance Web Application Developer, Yuri van der Meer Consulting** Amsterdam, Nov 2008 – present

Specialized in Ajax (XHTML, CSS, XML/XSLT, JavaScript, jQuery, Canvas) and Python (Django MVC framework) development and consulting. Recent project activities include:

- Development of a **Django-based content management system** (CMS) for Albert Heijn's new AllerHande website. The custom CMS solution facilitates daily content creation, communication with a REST service for all recipe-related information and generation of XML to be interpreted by the Flash front-end. The project is executed using the Scrum agile development methodology.
- Design and development of a **web application for home automation**, built using on Django and jQuery. Applied techniques included python Network programming, a user-configurable rule engine built around a complex Django model, JSON client/server data synchronization, and extensive use of object oriented, modular JavaScript.

**Senior Technical Consultant, Backbase** Amsterdam, Mar 2005–Nov 2008

As a technical consultant with Backbase (major commercial Ajax framework vendor), my activities included:

- **Projects:** I helped customers choose the right Ajax technology, execute Proof-of-Concept, and assisted with project realization. Working with corporate architects, lead developers and project managers, I helped define scope and approach, guard time budget, dealing with technical risks early on and managing the client's expectations.
- **Software design:** I regularly dealt with topics such as systems and component integration, performance tuning, reusability and maintainability of the solutions we built.

I love researching design patterns and constantly looked to identify new reusable patterns in the solutions we built for customers.

- **Training:** As main trainer for Backbase, I delivered classroom training courses for customers and partners. Topics included the overall Backbase framework, client-side software design, performance management and standalone testing.
- **Knowledge sharing:** Share knowledge with fellow consultants, and coach new colleagues to become successful Backbase experts. Develop, document and advocate Ajax design patterns. Work with Backbase Product Development to solve issues and help develop new product features.
- **Tooling and infrastructure:** I introduced the organization to source control and project tracking using Subversion (SVN) and Trac and helped set up the complete necessary infrastructure (including backup). Mentoring people on integrating SVN and Trac into their regular project workflow, I advocated best practices and maintained the system to guarantee reliability.  
On the side, I developed a Backbase 4 bundle (plugin) for Mac OS X editor TextMate.

#### **Freelance Web Developer** Rotterdam, Nov 2003–Sep 2005

As a freelance web developer, I developed several websites for small Dutch businesses. Responsible for the full scope of each project, my activities included requirements analysis, information design, graphical design, back-end development (PHP & MySQL), front-end development (XHTML/CSS, JavaScript), deployment and maintenance.

#### **Graphics Department, OC&C Strategy Consultants** Rotterdam, Aug 2001–Feb 2005

As team lead of the OC&C (global business consultancy firm) graphics department in the Netherlands, my activities included delivery of PowerPoint presentations, creating MS Office and email templates, Photoshop image manipulation, delivery of the intranet and www.weknowyoucan.net, and various QuarkXPress / Adobe InDesign print publications.

As a side project, I delivered a web-based replacement of the company's knowledge archiving system. As lead developer in the project, my responsibilities included overall application architecture, database design, migration of legacy data, and application development (PHP, MySQL, XHTML/CSS).

## Education

Hogeschool van Amsterdam, Netherlands – HBO Informatica, 2008–2009 (propedeuse)

SAE Institute Rotterdam, Netherlands – Audio Engineering Diploma, 2001–2003

Mayde Creek High School, Houston, Texas, USA – Diploma, 1999–2001

Krimpenerwaard College, Krimpen aan den IJssel, Netherlands – VWO, 1995–1999

## Technical Skills

- **XHTML, CSS** – 9 years, advanced
- **JavaScript, DOM** – 7 years, advanced
- **XML, XSLT, XPath, XML Schema** – 5 years, advanced
- **Ajax, Rich Internet Applications** – 5 years, advanced  
jQuery, Backbase
- **Python** – 4 years, very good  
Django (MVC web framework), networking, virtualenv, pip, Fabric

- **Database design / SQL** — 5 years, good  
MySQL, PostgreSQL
- **Apache Ant** — 4 years, good
- **PHP 5** — 5 years, good  
Smarty, PHP Savant, Phing, PHP Documentor

## Hard Skills

Architecture & software design — 5 years, very good  
 Defining technical requirements — 4 years, very good  
 Project planning & budgeting — 4 years, very good  
 Technical analysis & consulting — 4 years, very good  
 Resource planning — 2 years, very good

## Soft Skills & Communication

Presenting, classroom training — 4 years, advanced  
 Coaching & mentoring — 3 years, very good  
 Political & commercial awareness — 3 years, good  
 Team building, motivating — 2 years, good

## Management & Methodologies

Project team lead — 3 years, good  
 Project management — 2 years, good  
 Agile Methodologies — 2 years, good

## Languages

Dutch — Fluent  
 English — Fluent

## Software Experience

- Operating Systems: Windows, Mac OS X, Linux
- Environments and databases: Apache, MySQL, PostgreSQL, Access
- Text Editors / IDEs: TextMate, jEdit, Komodo, TopStyle, Eclipse, IntelliJ IDEA
- Source code control: Mercurial (hg), Subversion (SVN), Git, CVS, SourceSafe
- Project tracking: Trac, Bugzilla, JIRA
- Microsoft Office: Word, Excel, PowerPoint, Outlook
- Graphical: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Apple Aperture
- Audio processing: Logic, ProTools, Cubase, Nuendo, Reason

## Personal Links

**[www.yvandermeer.net](http://www.yvandermeer.net)**

My personal site, where I write about both professional and personal interests.

**[www.linkedin.com/in/yvandermeer](http://www.linkedin.com/in/yvandermeer)**

Public profile on LinkedIn.

**[www.flickr.com/yvandermeer](http://www.flickr.com/yvandermeer)**

Photographs from my trips around the world. Be sure to check out the "Favorites" set.

## Hobbies and other interests

Music production, playing the guitar, kyudo (Japanese archery), photography, cooking, mountain biking.

## Example Projects at Backbase (2005–2008)

(Complete project overview 2005–2008 available on request)

**Project:** **Online banking Customer Dashboard**  
**Customer:** ABN AMRO (finance/banking)  
**Project roles:** Architect, Lead Developer  
**Duration:** February 2007 – September 2007  
**Location:** Amsterdam, Netherlands  
**Team size:** 50+ people, 5 Backbase consultants  
**Partners:** IBM Global Services, Tata Consulting, Mirabeau, ITsec  
**Description:** Personalized banking portal, implemented as generic module management and persistency framework.  
**Key techniques:** Backbase 4, JavaScript, XSLT, XHTML, CSS, JSP  
**Activities:** Scoping, estimates and planning, front-end architecture, application development, integration, deliver classroom training, quality assurance.  
**Result:** On-time delivery ([www.abnamro.nl](http://www.abnamro.nl))

**Project:** **Home At Yellow, home improvement portal**  
**Customer:** Telstra / Yellow Pages Australia (telecom)  
**Project roles:** Architect, Lead Developer  
**Duration:** June 2006 – August 2006  
**Location:** Melbourne, Australia  
**Team size:** 15+ people, 2 Backbase consultants  
**Partners:** Aegeon, Majitek, ThoughtWorks  
**Description:** Rich information driven portal, extensive search functionality, drag-and-drop widgets, in-site bookmarking, personalization  
**Key techniques:** Backbase 3, XSLT, XPath, XHTML/CSS, JavaScript, Java, JSP  
**Activities:** Requirements gathering, scope definition, develop front-end architecture, application development, integration support, classroom training  
**Result:** On-time delivery ([www.homeatyellow.com.au](http://www.homeatyellow.com.au))

**Project:** **MoneYou online mortgages**  
**Customer:** ABN AMRO Hypotheken Groep (finance)  
**Project roles:** Architect, Lead Developer, Team Lead  
**Duration:** May 2005 – May 2006  
**Location:** Amersfoort, Netherlands  
**Team size:** 15+ people, 5 Backbase consultants  
**Description:** Data-bound rich forms, generic validation and application logic framework, skinning support  
**Key techniques:** Backbase 3, XML, XSLT, XPath, Ant, XHTML, CSS, JavaScript  
**Activities:** Deliver Proof-of-Concept, requirements gathering, estimates and planning, front-end architecture, application development, integration  
**Result:** On-time delivery ([www.moneyou.nl](http://www.moneyou.nl), [www.funda.nl](http://www.funda.nl), [www.abnamro.nl](http://www.abnamro.nl))

## Freelance Portfolio (2003–2005)

Below is a list of websites I developed as a freelance web developer between 2003 and 2005. All these sites were developed using a custom PHP/MySQL-based MVC architecture, a dedicated PHP templating engine (Smarty and PHP Savant) and feature valid XHTML/CSS.

Please note: these websites are no longer under my maintenance.

### **www.knaptron.nl (Mar 2005)**

Activities: graphical design, requirements gathering, information design, application development, database design, CMS development, deployment.

### **www.blueluna.nl (Jan 2005)**

Activities: graphical design, requirements gathering, information design, database design, application development, CMS development, deployment.

### **www.peterdumas.nl (Nov 2004)**

Activities: graphical design, image manipulation, requirements gathering, information design, application development, database design, deployment.

### **www.ayeborrii.org (Aug 2004)**

Activities: graphical design (website & logo), information design, application development, deployment.

### **www.hanskooi.com (May 2004)**

Activities: photography, graphical design, database design, application development, deployment.

### **www.jandegrauw.nl (Feb 2004)**

Activities: photography, graphical design, application development, deployment.

### **www.odunbeyeland.com (Dec 2003)**

Activities: graphical design, information design, database design, application development, CMS development, deployment.

### **www.wfmuziek.nl (Nov 2003)**

Activities: graphical design, application development, deployment.