Joey deVilla

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- **Certifications:** CSM, A-CSM, CSD, CSPO from Scrum Alliance
- **Education:** B.Sc. Computer Science, Queen's University, Kingston, Canada
- **Primary programming languages:** Python, Swift, Kotlin, JavaScript
- **Technology blog:** globalnerdy.com
- **LinkedIn:** linkedin.com/in/joeydevilla
- **GitHub:** github.com/AccordionGuy/

Senior Developer Advocate • Okta
October 2020 - February 2024 • San Francisco, CA — working remotely from Tampa
Tools: Xcode / Swift, Android Studio / Java and Kotlin, Spring Boot / Kotlin, Python

Creator of content resources for developers, technical architects, and technical product managers who use Auth0, Okta's customer identity (authentication/authorization) service, with an emphasis on content for mobile app developers. This position combined software development, documentation, marketing, and brand ambassadorship.

- Wrote articles and video scripts covering Auth0, OAuth2, OIDC, security and related topics for the Auth0 Developer Blog, with a primary focus on mobile app developers and a secondary focus on Python developers. Revived the blog's long-inactive mobile development content, and grew mobile article readership to around 20K viewers per month. My articles are listed on this author page.
- Commissioned, reviewed, edited, and in some cases, rewrote the Auth0 Developer Blog's first mobile development articles by guest authors, covering Flutter and React Native.
- Reviewed and edited articles written by my fellow Okta developer advocates, at least once a week.
- Cooperated with the SDK team to refresh code samples that hadn't been updated in 2 years, and helped bring them up to date by incorporating the newer native UI frameworks, SwiftUI and Jetpack Compose.
- Worked with the team behind the 2023 edition of Okta's annual conference, Oktane, to create content for the conference's mobile app, and wrote both decision-maker-facing and developer-facing articles for Auth0's newly-announced support for passkeys. Demonstrated passkeys and other Auth0 features at the conference.
- Represented Okta at conferences, most notably PyCon US 2022 and 2023 and ng-conf 2022.
- Analyzed trends, metrics, and SEO data in order to expand Auth0's readership and maximize the utility of its content, especially content for mobile developers.

Consultant • Atypical Consulting, LLC
July 2020 - present • Tampa, FL
Tools: JavaScript, Python, Jupyter Notebook

Atypical Consulting is an LLC I founded during the COVID-19 pandemic for teaching programming online programming courses on behalf of Computer Coach Training Center. Since its founding, I have taught:

- Intro to Python (3 40-hour courses starting July 2020, September 2022, and November 2023)

- Intro to JavaScript/React (1 40-hour course starting September 2020)

Author / Technical Editor / Presenter • Kodeco (formerly RayWenderlich.com)

July 2017 - present • Tampa, FL
Tools: Xcode / Swift, Android Studio / Java and Kotlin

Creator, editor and presenter of articles, books, and videos at Kodeco (formerly RayWenderlich.com), the premier tutorial site for mobile developers.

- Article author for the Android/Kotlin team — wrote the following:
  - *Jetpack Compose Tutorial for Android: Getting Started*
  - *Beginning Data Science with Jupyter Notebook and Kotlin*
  - *Create Your Own Kotlin Playground (and Get a Data Science Head Start) with Jupyter Notebook*
  - *Kotlin Cheat Sheet and Quick Reference*
  - *What's New in Kotlin 1.3*
  - *Augmented Reality in Android with Google's Face API*
- Author and presenter of *Beginning ARKit,* a video course covering augmented reality app development for iOS devices. Designed and developed 4 original apps for this course.
- Co-author of *iOS Apprentice, 8th edition,* RayWenderlich.com's "flagship" book. Completely revised two major sections of the book to cover developing apps using the SwiftUI framework. Rewrote two of the four apps presented in the book to reflect the new material.
- Technical editor of *ARKit by Tutorials,* a book covering augmented reality app development for iOS devices. Available at https://store.raywenderlich.com/products/arkit-by-tutorials/.
- Presenter: The only speaker at the RWDevCon 2018 conference to do 2 presentations: a two-hour introductory presentation on ARKit, and an in-depth four-hour workshop on the same topic. Became the highest-rated speaker at the conference, based on their attendee survey.

Senior Mobile Developer • Lilypad

September 2019 - April 2020 • Tampa, FL
Tools: Axway Titanium / JavaScript, Android Studio / Kotlin, Xcode / Swift

Cross-platform mobile developer for Lilypad, a sales tool and CRM app for the beverage alcohol industry.

- Owned and delivered a major upgrade to the Android version of Lilypad, bringing it to feature parity with the iOS version. I was also working on improving the performance of the Android version so that it would be on par with the iOS version. Cleaned up the Android user interface and started making performance improvements that made some features 60% faster.
- Fixed bugs, upgraded existing capabilities, and added new features to the app. Built apps for both iOS and Android in JavaScript using Axway's Titanium SDK (formerly known as Appcelerator Titanium).
- Took charge of internal developer documentation. While Lilypad's back end and web application were written by senior developers, the mobile app's 360,000+ lines of source code were largely written by junior developers and interns. With managerial approval, devoted 20% of development time to writing much-needed internal documentation of the mobile app, refactoring the code, and upgrading it to a more current version of JavaScript.

- Established coding standards for the mobile app. The mobile code was developed by a series of junior developers, each coding in their own style. Defined a standard to be used for mobile development and have applied it to the codebase during development.
- Built a new mobile process and team: Key participant in weekly mobile development strategy meetings with the CTO to improve the mobile app development process. Interviewed developers for the mobile team.

Lead Product Manager • Sourcetoad
July 2017 - June 2019 • Tampa, FL
Tools: Python, PHP, Xcode / Swift, Android Studio / Java, JavaScript

Provided technical, strategic, and customer management leadership to Sourcetoad as the company started taking on larger clients, more complex projects, and new markets. Roles included:

- **Product owner:** Gathered requirements, and then specified the functionality, workflows, user interfaces, and basic data schemas for the following software applications:
  - Note-taking web application for pharmacists conducting reconciling patient's medications in online interviews. The tool generates physician- and patient-facing documents outlining the pharmacist's recommendations.
  - App where customers submit prescriptions and participating pharmacies respond with offers and prices for the submitted prescriptions. Users use a mobile application to submit photos of prescriptions and interact with pharmacies, while pharmacies use a web-based interface to interact with customers and manage prescription requests.
  - Investor-facing "*Crunchbase* for pharma" web application that tracks companies, conferences, executives, and researchers in the pharmacology and healthcare industries and the relations among them using a unique graph navigation system.
  - iPad-based self-serve kiosk for shipping envelopes and parcels via FedEx, UPS, or USPS.
  - "Reverse *Angie's List*" mobile app for general contractors to rate their customers on their interactions and payments, and look up the ratings of prospective customers.
  - Mobile app for the construction industry that tracks tickets for the delivery and removal of construction material from sites.
- **Sales, marketing, and community relations:**
  - Actively participated in sales meetings, showcasing its application development capabilities and strengths to prospective clients. This led to a number of contract signings, including those for the projects list above.
  - Delivered several technical talks as an official Sourcetoad representative, including talks on data science, machine learning, and alternative programming platforms.
  - Represented Sourcetoad at various events they sponsored, including BarCamp Tampa Bay, Tampa Hospitality Hackathon, and DevFest Florida.
  - Narrated the video for Sourcetoad's flagship software product, *Cruise Director.*
  - Grew the company's Twitter profile 10x, and wrote several articles for the company blog.
  - Helped develop the company's guidelines for interacting with clients.

Technology Evangelist • Smartrac
October 2016 - April 2017 • Columbia, MD — working remotely from Tampa
Tools: Java / Eclipse

Assisted Smartrac in their pivot from RFID tag/inlay manufacturer to provider of an integrated RFID/cloud software solution to seamlessly connect real-world objects to their digital representations. Roles included:

- **Technical evangelist:** Promoted Smartrac to various technical and non-technical audiences, specifically business and technical decision-makers at prospective partners and clients in the medical, supply chain management, and retail industries. Provided technical information to developers at partner organizations (including Catalyst, Blue Bite, and Temera) who build solutions that integrate with the *Smart Cosmos* platform.
- **Documentation writer:** Wrote documentation and code examples for *Smart Cosmos Objects*, Smarttrac's platform for connecting real-world objects with RFID tags to their cloud-based data representations.
- **Sales and marketing:** Presented the *Lifecycles* solution at the Smartrac booth at "Retail's Big Show 2017", the National Retail Federation's flagship conference in New York City. Brought a major prospective customer ($100M revenue in 2016) to Smartrac for an initial meeting.
- **Product design:** Gathered requirements, and then specified the functionality and workflows for a hardware/software system for embedding RFID tags in luxury goods for tracking them through the manufacturing process and the sales cycle, and as an anti-counterfeiting measure.

Partner Technical Analyst / Platform Evangelist • GSG (now Sakon)
March 2014 - September 2016 • Concord, MA — working remotely from Tampa
Tools: Python

Effectively became GSG's marketing director, creating all the messaging and sales materials for the enterprise communications services specialist. Roles included:

- **Communications and technical specialist** on IBM's Network Infrastructure Cost Optimization (NICO) team.
- **Product owner** for the NICO Quick Assess web application for performing quick evaluations of an enterprise's network infrastructure. Wrote, produced, and narrated the official NICO promotional video, and created all NICO promotional material.
- **Sales and marketing:**
  - Created sales and marketing materials for GSG and its channel partners: presentations, case studies, white papers, sell sheets, videos, and even mobile applications.
  - Created documentation and training material for GSG's SaaS applications, such as written documentation, demo scripts, and training videos.
  - Wrote and hosted joint presentations and webinars with channel partners, including Honeywell and Pomeroy.
  - Managed and grew GSG's online presence, which included overseeing the website redesign, maintaining the site's content and posting regular articles on the company blog, creating promotional and informational videos on the company's YouTube channel, and growing the company's following on LinkedIn (300 to 1,500) and Twitter (100 to 1,100).

Chief Technology Officer • Comprehensive Technology Solutions

Ran a consultancy that was the *de facto* managed mobility services department of Rogers Communications (the Canadian equivalent of Time-Warner), filling both CTO and marketing roles.

- **Turnkey solution design and development:** Created "BYOD in a Box" and "CL in a Box", applications that help small- and medium-sized businesses manage their BYOD and corporate-liable mobile devices by combining mobile device management, telecom expense management, device inventory, and help desk applications.
- **Mobile needs assessments coordinator:** Performed Rogers' first mobile needs assessments, including one for an Canadian energy company which involved on-site visits to their head office in Calgary and their drill site in northern Alberta, interviewing two dozen stakeholder groups in the organization, convening with their IT department, and producing a full report complete with recommendations for increased productivity and cost savings.
- **Process implementation:** Assisted clients with 1,000+ employees move from corporate-liable mobile devices to individual-liable ones.
- **Sales and marketing:** Created Rogers-branded customer-facing documents, including a white paper listing tips for businesses who want to implement a BYOD program, a guide to help enterprises create mobile device policies, and "sell sheets" for various Rogers services.

Platform Evangelist • Shopify

Raised the company's profile during a critical growth phase, promoted it to three major audiences: merchants who were considering using Shopify to host their ecommerce sites, developers who were considering development of apps for Shopify stores and designers who were considering developing store themes. Roles included:

- **Shopify Fund:** Managed the company's first major developer outreach initiative, a $1 million fund used to encourage developers to build apps for the Shopify platform.
- **Documentation:** Wrote the documentation and sample code for Shopify's developer API, as well as documentation for store theme designers. Edited and wrote technical articles for Shopify's technology blog, whose primary audience was developers and designers.
- **Community relations:** Represented Shopify at a number of conferences, including the 2011 BarCamp Tour, a multi-city tour of nine BarCamp "unconferences" across the United States.
- **Social media management:** Wrote Shopify's tweets and doubled the company's followers.

Developer Evangelist • Microsoft Canada

Evangelized Microsoft to "unfriendly" technical audiences — namely mobile, web, and open source developers, with whom the company had weak or non-existent relationships. "Won over" developers and technology influencers who originally had strong negative opinions of Microsoft. Roles included:

- **Windows Phone 7 Champion:** Led the "breadth program" for Windows Phone 7 in the months leading up to its release. Brought development tools, devices, documentation, and training to developers, coordinated the development of early apps by Canadian developers to pre-seed the Windows Phone app store, and organized Windows Phone developer events.

- **Editor, *MSDN Flash:*** Edited and wrote the lead articles for the Canadian edition of *MSDN Flash,* Microsoft's developer newsletter emailed every two weeks to 50,000 subscribers.
- **Microsoft Canada's most prolific blogger:** Wrote almost 750 articles for Microsoft's blog, *Canadian Developer Connection.*
- **Touring presenter:** Traveled across Canada, giving presentations and tutorials to developer, technologist, and student audiences on developing applications using Visual Studio, C# and Visual Basic, Windows 7, ASP.NET MVC, Windows Mobile, Windows Phone, and Xbox 360.
- **Trainer:** Led training sessions on Microsoft technologies (primarily C#, ASP.NET MVC, Windows Mobile, Windows Phone, Silverlight, XNA) and development techniques (test-driven development, introductory agile — XP, Scrum, and Kanban, and version control strategies).
- **Conference organizer:** Helped organize *TechDays,* a conference series taking place in 8 cities across Canada. Organized a conference session in 2009, led one of the developer tracks in 2010, and all developer tracks in 2011.