

Phi Dinh

Senior Software Developer

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A software developer based in London, currently holding a senior position at Betfair. Technology and language agnostic, he is an expert in building polished consumer experiences for a variety of desktop, web and mobile platforms. Technical and creative, he enjoys both programming and UI design.

In his spare time he is keen to further develop his skills in computer game programming.

Skills

- ✓ **Adobe Flash/Flex** + Cairngorm/PureMVC (5yrs), Papervision3D (1yr), Sandy 3D, AIR, Flex/Flash Builder
- ✓ **Java, Grails, Spring** (6yrs), Axis2, Apache, Tomcat, Eclipse
- ✓ **iOS (iPhone + iPad), ObjectiveC** (2.5yrs), Xcode, Android, HTML Web apps
- ✓ **HTML/CSS/JavaScript/JQuery** (7yrs), PHP, JSP
- ✓ **MySQL (7yrs)**, MSSQL (2yrs), Oracle, SQLite
- ✓ **.NET (WPF/XAML/Windows Forms)** (1yr), Visual Studio, Expression Blend
- ✓ **Adobe Photoshop (7yrs)**
- ✓ **Linux, Unix, Windows, Mac OSX**

Work

May 2009 – Present

Senior Flex Developer, Prototyping Team, Betfair

Worked as a Senior Flex Developer to deliver a variety of rapid prototypes and proof-of-concepts to the business. Notable projects include:-

- **Web Messaging System** – *Java, Grails, Spring, MySQL*
Delivered a complete (front and back end) inbox messaging system allowing Betfair the ability to send promotions directly to customers logged in on the website. To date, the system has been used to send over 14 million messages to 1.8 million unique customers. The prototype is still being used today on the live site, with plans to migrate to production status in the very near future.
- **Various Real-time Betting Activity Maps** – *Flash/Flex, Papervision 3D, Netty, CometD, iOS*
Delivered several 3d map visualisations to track and locate real-time betting activity for the General Election and World Cup events in 2010. Recently, a less customer centric version of the betting map was completed to provide a visualisation tool for the internal marketing and customer insight teams.
- **Betfair Rattle** – *iOS (ObjectiveC), Java, MySQL*
Released on the AppStore, the Betfair Rattle is a fun promotional application designed to test customer sentiment on UK football teams and fixtures. Running for just over a year, the app has seen in excess of 250,000 “rattles” in favour of the top Premiership team.

November 2008 – Present

Freelance Work, Various

- **Callidus Surveys Website – Java, Grails, HTML/JS/CSS, MySQL**
Delivered a bespoke content management system to a London Building Surveyors company. The CMS was integrated into their website's new front end provided by a third party designer and a second developer.
- **A Video Survey iPad Application for Liggett & Myers (via The App Business)**

October 2008 – May 2009

Flex Developer, Next Gen Poker Team, Betfair

8 months in a large development team creating web based Poker games in Flash/Flex with Cairngorm. These were Agile projects with continuous integration (Ant/Anthill) and test driven development (FlexUnit, RIATest).

July 2006 – October 2008

Software Developer, Reapit, Solihull & London

Developing various property sales and lettings software, and researching new technologies for the company's future products. Most projects were written in .NET and Adobe Flex.

Personal Projects

- **PhiGamesLib Open Source Flex Games Framework**
Developed an open source Flex framework to allow other developers to quickly and easily prototype games in Flex. Similar to other established frameworks such as Flixel and FlashPunk.
- **Everyday BSL Dictionary (British Sign Language iPhone Application)**
Developed a 2400+ word dictionary application with The Signers Republic. Released in May 2011, the app is currently selling at a premium price and has had almost 1000 downloads. It was awarded the maximum score of 5/5 by the iPhone App Directory, the leading off-the-shelf iPhone App review magazine in the UK.
- **DocuSafe iPhone Application**
An iPhone utility app used to securely store important and confidential documents. Developed with assistance from a UI designer/illustrator, the application is currently awaiting Apple's approval to go on sale on the AppStore.

Education

September 2003 – July 2006

BSc Computer Science (Hons) 2:1, University of Birmingham

Covering all aspects of Computer Science including software engineering, OO design, programming, databases, graphics, discrete mathematics, human computer interaction and AI.

September 1999 – July 2003

3 A Levels and 1 AS (BBBd) & 9 GCSEs (ABBBBCCC), Mereway Upper School, Northampton

Other Achievements

Unconditional entry into the University of Birmingham after completing an open day programming challenge.
Outstanding Achievement Shield for achieving the highest AS Level grades out of all students in 2001/2002.