

Baron L Roberts

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1405 Pointe Claire Court, Sunnyvale, CA 94087

Mission Write great code, work with great people, realize great ideas, ship it and change the world

Professional Experience

Principal Architect

Dash Navigation, Inc Sunnyvale, CA 2007 – Present
Subsidiary of Research In Motion Limited

Architect for the BlackBerry Traffic handheld application. Design and implementation of the Travel Time API in the BlackBerry handheld SDK. Design, implementation and evangelism of a BlackBerry Unit Test framework, currently deployed as part of the WebWorks SDK

Porting of Qt framework non-graphical layers to iOS.

Architectural support and technical consultation for all Dash development teams. Define and roll out software best practices, tooling, and procedures for all Dash development teams. Crafted Dash's build infrastructure to support development of BlackBerry, iPhone, embedded Linux, and Server applications.

Senior Computer Scientist, Advanced Technology Lab

Adobe Systems, Inc. San Jose, CA 2000 - 2007

Lead developer on small teams defining, designing and implementing a wide range of advanced products and technologies in the document, voice, business analytics and visualization areas. Highlights include creating self-contained interactive visualization applications in SVG that integrated with a business analytics back end, and architecting the next generation of the PDF document format.

Engineering Manager, Advanced Technology Group

Managed team of five engineering, business and product design professionals in architecting and implementing a graphical voice application authoring tool.

Senior Software Engineer

Geocast Network Systems Menlo Park, CA March – July, 2000

Architected and implemented complete advertising targeting and tracking system. Due to the broadcast nature of the system, a standard web ad targeting system could not be used. Major components included relevance and preference based targeting, and ad impression and user event logging.

Worked closely with the user experience team to develop an HTML/Javascript framework supporting highly dynamic web applications.

Principal Engineer

Technology Education Network San Mateo, CA 1999 - 2000

Architected and implemented a business to consumer, subscription-based e-commerce system built around a CyberSource credit card processing component and a SQL Server backend.

Developed a subscription-based video training portal. Data driven design for content cataloging and viewership reporting, user authentication and usage logging.

Established best practices for software development including revision control, rollout staging and defect tracking.

Principal Engineer

Silicon Graphics, Inc.

Mountain View, CA

1989 - 1999

Linux/Windows/IRIX Technical Strategy

Lead a small tactical senior level team tasked with developing corporate technical strategies for a wide range of technical issues involving the Linux, Windows NT, and IRIX operating systems. Issues included interoperability, cross-platform application development, object technologies (e.g. COM), and internationalization.

Linux Development Infrastructure

Architected and implemented a build and packaging infrastructure for Linux software products. Included integrating packaging using Red Hat Package Manager with builds using gmake and a host of other Linux tools.

Technical Lead, HTML Authoring Product (Linux)

Lead a small team to create the next generation WYSIWYG HTML authoring tool for the Linux desktop. Features included round-trip engineering, DTD-based HTML parsing and style sheet support.

Member of the Technical Staff

Windows Development Infrastructure

Lead the effort to ramp-up internal SGI IRIX developers to Windows NT development. Included design and implementation of a Windows software build process and tools, selection and deployment of tools, authoring of internal and external whitepapers, and training curriculum development. Used to build and package all SGI Windows software products.

Technical Lead, HTML Authoring Product (IRIX)

Lead team of five in design and implementation of the HTML authoring tool CosmoCreate™. Personally architected and implemented the HTML source editor, frames creation/editing tool, mechanism for round tripping HTML tags, spell checking interface, search/replace, help system, screen/printer rendering abstraction layer, PostScript output engine, UI toolbar and tool palettes, and many other aspects of the application. In addition, responsibilities included scheduling, effort estimation and recruitment.

Printing/Scanning System

Core team architect and implementer for Impressario™ printing and scanning product. Responsible for PostScript raster image processor integration and front/back end development, file format conversion filters, image quality enhancement filters (halftoning, color gamut compression), GUI tools for print jobs submittal and printer management, low level print spooler API design and development.

Video Products

Architected, and implemented software for a real-time scan conversion video product, VideoCreator™. Responsible for low level API development, end user command-line and GUI application designing and development, documentation and manufacturing diagnostics.

Senior Engineer

Exponent / Failure Analysis

Menlo Park, CA

1982 - 1989

Engineering Visualization Project

Created software to process computed tomography (CT) scans of engineering

