**Michela Ledwidge**

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**PROFILE**

15 years Python developer experience. 24 years experience as systems and solutions architect, internet pioneer and industry leader designing solutions to difficult problems. Deep understanding of computer science and digital technology. Experience creating advanced technology and troubleshooting on both vendors and customer sides. Experience using both formal (TOGAF, PRINCE2, XP) and agile methodologies. As an developer, worked on technical design and delivery of ambitious cross-platform digital products with budgets up to US$150m across several countries. Deep experience with data application development in Python, SaaS and PaaS design, development and operations. Track record of world-first invention and innovation.

**QUALIFICATIONS**

Bachelor of Arts Honours (Computer Science) University of Sydney

**CAREER SUMMARY**

**Entrepreneur**

Mod March 2010 - present

Rack&Pin July 2010 - August 2011

Mod Films March 2004 - March 2010

thequality.com March 1993 - December 2009

**Content Developer**  July 1996 - April 1997

Next Online

**Webmaster**

National Library of Australia December 1993 - June 1996

**KEY ACHIEVEMENTS**

* At Mod I designed and managed award-winning online applications used to manage and deploy complex multimedia experiences at over 30 venues including real-time messaging, management and IoT workflow using python
* At Mod Films pioneered the use of hybrid cloud for high end film and TV customers. Early adopter Amazon Web Services (2007 - present) and boto (AWS python API client).
* At thequality.com I provided contract development services for some of the largest internet projects in Europe via vendors like Accenture, Cap Gemini and Reuters
* Received a 2004 NESTA Invention award for “remixable media” online applications now licensed as the Rack&Pin PaaS (middleware on top of django / Mezzanine / MongoDB / postgres)
* At UK Department of Trade & Industry, I was Technical Design Authority overseeing quality on multi-million pound enterprise ICT projects across 50 sites.
* At BBC I designed and led development of high performance publishing and media delivery solutions that pioneered social media, web CMS and digital distribution (perl / python)
* At boo.com I launch managed and troubleshooted the world’s first global e-commerce startup.
* At National Library of Australia, I launched and ran all devops for the Library’s first internet information service
* At University of Sydney, I created the first website in NSW in January 1993 (3rd in Australia)

***Developer*** Mod - March 2010 - present

* Architect and Technical Lead, Rack&Pin PaaS
* Designed and managed hybrid cloud solutions for real-time messaging, data ingest and management (Amazon Web Services, Rightscale, Azure)
* Hands-on technical leadership of research, devops, and consulting projects (HTML5, CSS3, python, Postgres, MongoDB, CouchDB, Obj-C, Swift, C#, C++, Java, Javascript, Debian, Centos, raspbian, Windows, OSX)
* Pioneer use of emerging technology including for secure distributed file and data
* Pioneer research and development of enterprise services for AR/VR/MR - including publishing two SIGGRAPH Asia papers
* Recent customers including ACER, UTS, UNSW, Australian National Maritime Museum, TAFE NSW, Fox Sports, Animal Logic and Telstra
* Won and delivered multiple government tenders on time and budget
* Project budgets up to $500K, teams up to 100.

***Developer*** Rack&Pin - July 2010 - August 2011

* Designed, developed and operated cloud services for tracking and auditing high end media assets for feature films from a London base (includes CSV, JSON interfaces)
* Project budgets up to $125M, teams up to 30

***Developer*** *Mod Films March 2004 - March 2010*

* Recipient of NESTA Invention and Innovation Award for ‘remixable film’.
* Designed, developed and operated world-first cloud systems architecture for reversioning and enhancing media assets via web services and metadata.
* Customers included post production (Molinare) and large events (San Francisco International Film Festival)

**Technical Project Manager** BBC Interactive Drama & Entertainment 2005 - 2006

* Developed digital strategy and architecture for content management to prepare for major shift to Video-on-Demand services through BBC iPlayer
* Introduced python development (Turbogears) and issue tracking (trac)

**Launch Manager, boo.com**

* Responsible for project management of Europe’s highest valued dotcom (£75M) across 7 offices, 5 countries including 2 call centres, 2 logistics centres)
* Pioneered ecommerce testing and deployment processes now considered mainstream

***Systems Architect*** thequality.com - March 1993 - December 2009

* Architect and troubleshooting specialist to many leading UK vendors and startups including Reuters, BBC iPlayer, UK Department of Trade, Accenture, Cap Gemini Ernst & Young, NTL, sportal, and boo.com
* Pioneered enterprise architecture and dotcom content management processes
* Won international recognition for interactive experience design (e.g. SIGGRAPH presentations, BAFTA Award for BBC iPlayer video-on-demand service)
* Budgets up to £75M (BBC iPlayer), teams up to 300.

**Content Developer** Next Online - July 1996 - April 1997

* Responsible for all creative/technical development at Australia’s first web agency
* Pioneered use of VRML (Virtual Reality Modelling Language)

**Webmaster** National Library of Australia December 1993 - June 1996

* Set up the Library’s first internet services including web site and images database.
* Recipient of Australia Day Award (1996) for pioneering digital archival techniques for text, A/V and websites.