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Recent Employment

- Hulu, LLC** **Principal Software Engineer & Architect – Client Applications** **Nov '18 – Feb '22**
Seattle,
WA, USA
- Individual contributor working directly for the VP of client apps (150+ engineers), collaborating across the entire company (1000+ engineers). Radically evolved the Hulu experience for Smart TV, mobile, & web platforms, focused on unified technology & implementation choices across 5 diverse application code bases for 35m+ unique devices
- Enabled +2% increase in hours-watched/user as the technical DRI of a year-long rebuild of the primary UI & interaction pattern across all app experiences. Released to 35m+ customers w/ zero incidents (Press: <https://press.hulu.com/news/2020/05/20/hulu-unveils-updated-user-interface/>)
 - Shipped 15+ crucial customer-facing features as the technical DRI on projects ranging from 10+ to 100+ engineers, cutting across all layers of the app & service stack
 - Transformed homepage experience rollout velocity from “one-shot-hope-it-works” to a predictable, dependable, and enabling real-time response to content programming needs & fine-grained device targeting – with zero ongoing engineering engagement
 - Overhauled remote feature flagging across all apps, growing from 2 flags/year, to flags-for-every-feature (Co-presented <https://launchdarkly.com/galaxy/custom-attributes-for-fun-and-scale/>)
 - Reimagined app-facing catalog API, initiated strategy shift of how apps & services interact, embracing “Service Driven UI”, introducing two-phase request patterns for increased app performance
 - Delivered new Local TV opportunities & features (Local news, special sporting events) through educating technical & business leaders about geolocation capabilities & functioned as the go-to expert on the technical aspects of complex local TV business contracts
 - Delivered minimal-device-footprint “weighted impressions” telemetry for all apps, increasing the recommendation systems understanding of what the user saw by 2x, improving business / financial reporting, and enabling recommendation services to more accurately model viewer behaviour
 - Daily collaboration with directors & VPs across the company, advising on engineering issues – architecture, long-term roadmap, capabilities, strategic and tactical technical issues in both engineering & business contexts
 - Go-to technical interview representative for design, product, and Senior+ external hires
- Microsoft** **Principal Software Engineer – Visual Studio Live Share** **Feb '18 – Oct '18**
Redmond,
WA, USA
- Individual contributor in 15+ engineer team, working on [Visual Studio Live Share](#), a real time collaboration tool for developers
- Owned implementation & maintenance of operational transform-based co-editing (“multiplayer”) features, shipping “undo” of local edits, reconciling only the local user’s explicit edits across a concurrent text editing environment
 - Significant code quality clean-up & refactor across multiple feature areas (Debugging, Task Integration, concurrent / multiplayer editing) to support future feature implementations & simpler maintenance
 - Foundational rewrite of file sharing from single-root to multiple-root folders in one collaboration session, changing assumptions in every part of the codebase
 - Onboarded & mentored early-in-career team members, ramping them up & mentoring them through delivering their first features
 - 1-on-1 customer collaboration & diagnosis through beta release cycle tracking down co-editing ‘sync’ issues

Principal Engineering Lead – Groove Music / Movies & TV**Nov '13 – Feb '18**

Delivered high quality apps loved by customers (4+ stars) on Windows – Mobile, Desktop, HoloLens, & Xbox, from green field projects to proven apps on 100's of millions of customers devices.

- Grew team from 3 to 6 engineers, delivering key product-wide experiences around UI, authentication, & platform integration
- Mentored 2 reports earning them Senior band promotions & turning around manage-out reports into valued team members
- Turned around unfocused & irregular iOS / Android Groove Music releases with 2 FTE engineers & external vendor team, reaching a regular release cadence, using scoped & targeted deliverables
- Direct mentoring of a team of 50+ to transition smoothly from JavaScript / HTML to C++ / XAML
- Critical member of the organisation, supplying technical guidance on all aspects of the teams engineering work
- Guided direct reports to through complex organisational shift from pure-developer or pure-testers to combined engineers owning feature implementation & quality end-to-end
- Built & managed feature road map for 6 direct reports, ranging from single sprint to multi-month roadmaps, over multiple app & operating system releases, collaborating with program management to meet the organisations needs
- Built deep relationships with UX / Design team to understand needs & background for building new experiences & helping them understand technical capabilities (<https://youtu.be/klOCN8fMaYg>)
- Significant (10+) individual feature contributions in all applications, on all platforms

Senior Software Development Engineer – Groove Music / Movies & TV**Sep '10 – Nov '13**

Individual Contributor & Tech Lead for Groove Music / Movies & TV application on Windows platforms, delivered to 100's of millions of customers

- Defined, designed & built an easy-to-use JavaScript framework & app architecture enabling 50+ engineers to focus experience creation, not infrastructure
- Owned tech platform evaluation process, selecting C++ / XAML for rewrite of Music & Video for all platforms, setting a technological shift for 50+ engineers from Web to native skillset
- Delivered 50%+ (1500ms to 750ms) start-up time improvement on all platforms
- Designed app infrastructure & architecture to ensure high app performance by-default
- Significant (10+) individual feature contributions in all applications, on all platforms
- Critical technical member of the organisation, working on every aspect of the organisations engineering work (Architecture, Technology choices, greenfield project bootstrap)

Personal Projects**Storyvoid Instapaper Application****Jun '12 – Present**

Passion project building a complete on- & off- line experience for windows devices for the Instapaper bookmark service. (<https://codevoid.net/storyvoid>, <https://github.com/grork/StoryvoidWWA>)

- Designed & implemented incremental data synchronisation engine enabling full offline functionality, syncing to the Instapaper Service
- UI Control + OAuth Request libraries JavaScript libraries (<https://github.com/grork/Utilities>)
- Asynchronous store-and-forward / producer-consumer telemetry library in C++ (<https://github.com/grork/MixpanelClient>)

Skills

C/C++, HTML, CSS, TypeScript, JavaScript, XAML, C#, GIT, UWP

EarlierMicrosoft
Redmond,
WA, USA**Senior Software Engineering Lead – Visual Studio****Nov '09 – Sep '10****Senior Software Developer – Visual Studio****Jun '06 – Nov '09****Software Development Engineer in Test – Visual Studio****Jan '04 – Jun '06****Author**

Professional Software Testing with Visual Studio 2005 ISBN: 9780470149782 Excerpt:
<https://codevoid.net/book-chapter>

Education**2001–2003, Computer Science (BSc), Cardiff University, Cardiff, Wales**