

## Overview

Experienced Software Architect with completed projects on a wide range of platforms including online systems, multi-core high performance SOCs, and resource-constrained low cost microcontrollers

Looking to take hands-on ownership of software development, guiding a team to develop flexible efficient products with high reliability and low cost of maintenance.

**Leadership & Mentoring**

**System Specification**

**Software Architecture**

**Commercial Experience**

## Peter Maloy

44 Glenridge Lane  
Rochester, NY 14609

1-585-643-0418

[pmaloy@codesprite.com](mailto:pmaloy@codesprite.com)

[LinkedIn Profile](#)

## Career

### Streamers LLC

Operations Director

January 2008 to Present

A company my wife and I established in 2008 to sell children's clothing on Wholesale and Retail websites. Turnover is growing steadily, and we have launched redesigned websites written in PHP, leveraging AJAX interactivity and performance optimizations including MySQL query caching and an NGINX veneer for static content delivery.

The new sites, [KidsWearhouse.net](#) and [KidsWholesaleWearhouse.com](#) are integrated with the back-end database and order processing system that I had previously implemented.

The new system reduces dramatically the workload and level of expertise required to run the business day to day, so I am looking for fresh challenges.

I am currently providing course leadership for ARM Processor training classes for [Doulos Ltd](#) on a contract basis, and I am providing architectural and software development leadership for a small startup company that is using Node.js and MongoDB for live data sharing and update across multiple client sites, with robust data recovery and offline working for unreliable internet access situations.

### Callfinity Inc.

Part time Senior Software Engineer

April 2010 to October 2010

Provided guidance for Callfinity's re-architecting effort to ensure that their new code base will be easier to maintain and extend than their legacy VOIP product. Provided a system-wide perspective for some excellent engineers who had formerly been entirely focused on just the features they had been developing. Established component boundaries and clean interfaces. Wrote the central call queuing component in Erlang.

### Western Digital Corporation

Senior Staff Engineer

April 2002 to February 2010

A three-month contract was extended to three years as a contractor, then a further five years as an employee. I was recommended to WD by ARM Ltd as an in-house/on-call ARM processor expert when WD started developing their first ARM Powered Hard Disk Drive.

Rewrote WD's servo positioning code to give a 5x speedup with increased filtering; both original and replacement code was written in ARM966 assembler. This was a key metric that convinced WD that the ARM drive was feasible, and resulted in the immediate hiring of over thirty engineers.

Worked across multiple departments and drive programs to optimize code and mentor in good engineering practices: all Western Digital hard disk drives manufactured in the past six years (and many earlier drives) contain my code.

Part of a team of four architects who designed WD's next-generation firmware framework. Used in Western Digital's first enterprise SAS drive.

### CodeSprite Inc.

Consultant

January 2000 to February 2005

Taught approximately thirty three-day and four-day ARM software and hardware training classes; provided independent competitive analysis and benchmarking for ARM Ltd; Assisted Sharp, HP, Western Digital and technology startups with ARM system expertise.

Developed a program that turned a textual description of a memory map into a binary Memory Management Unit control table set. This tool was purchased by ARM and is distributed with their development tools.

## **ARM Ltd**

Software Consulting Manager

1995 to 2000

ARM's first software engineer in their then-new Consulting Services department. I was responsible for providing software components and advice to OEMs and semiconductor partners as a paid service.

My role was 50% commercial and 50% technical; as the Software Consulting business grew to a pool of 40 available engineers, my role transitioned to developing work specifications, negotiating consulting contracts and selecting and managing teams to carry out consulting projects.

## **Education**

### **OND Technology**

Harlow Technical College, UK

### **Open University 1993-1996 BSc Mathematics and Computing**

Education and work experience adjudicated in 2002 by University of NY to be the equivalent of a BSc in Computer Science including 6 years University attendance.

Ongoing self-education in the many aspects of computer science that interest me. I evaluate new programming languages, libraries and frameworks on a regular basis, for example I experimented with erlang before I had the opportunity to use it at Callfinity and I am currently learning Python by using it for simple utilities. I am particularly interested in developing techniques to simplify multi-threaded distributed programming for traditional 'linear' software engineers.