AARON VEGH

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Profile

I want to create world-class products, leveraging my deep web application development experience, and my love of coding for iOS and Mac platforms.

Principal, Innoveghtive Inc. — 1998-Present
I program iOS apps.

My most recent experience (between 2013-present) includes work with:

- *Barstool Sportsbook* and *theScore Bet*, both owned by Penn Entertainment, sports betting apps that merged in 2022. I joined in May 2021 before the merger, building features such as a referral program and native video player. After the merger, I joined theScore Bet's team, helping migrate the app to a new design system (May 2021 - Present)

- *Instacart*, a grocery delivery service. I assisted with a transition to a new architecture and design for their Shopper app (Feb 2021 - May 2021)

- *Moneygirls*, a community of young professional women looking for financial guidance. I built their iOS app as well as a Rails backend (June 2020 - Nov 2020)

- *Warner Brothers Digital Labs* to help build DC Universe (dcuniverse.com), the iOS client for a cross-platform video and comic book streaming service (Sept 2018 - Dec 2019)

- *News Corp* to help develop the iOS app for *The Australian* newspaper (April - August 2018)

- *Walt Disney Studios* to help build Movies Anywhere (moviesanywhere.com), the iOS client for a cross-platform movie buying and watching experience. (Jan. 2016 - March 2018)

- *Glocalspace* (glocalspace.com) to support development of their LumosPOS iPad point of sale;

- *The Working Group* (twg.ca) to help develop TSN's Hockey app;

- *Bower Labs* (bowerlabs.com) to help develop a client's large, internal business management app;

- *BootIt* (bootit.ca) to build an app to identify and respond to cardiovascular risks

- *Airalytics* (airalytics.com) to build an app for consumers using iBeacons at show venues.

I've also built my own apps: *Code*, an HTML viewer for the iPhone, *Tiberius*, a personal log app for recording and sharing video entries, and *Magpie*, a "watch later" service for web video, for which I built iOS and Mac clients. These apps have since been removed from the App Store. I also created a Mac app, *ThreadOne*, a private messaging application for app.Net, which is no longer for sale as well.

I've started selling a new Mac app, *Hard G*, which you can read about at http://innoveghtive.com/hardg. I'm also working now on a new Mac app, Argus, with a free menu app called *Argus Menu* available now at https://argus-app.net.

I have also developed a wide range of sites and applications using both Ruby on Rails and PHP/MySQL systems. While most customers have been either static marketing sites or CMS systems, I've also built e-commerce sites, call centre management software, loan approval applications, email marketing platforms, ad banner servers, forum software, and much more. I've used a variety of technologies, and integrated with many APIs.

Lead Developer, ContactMonkey — 2010-2013
I built and managed two large-scale Ruby on Rails applications for this startup in Toronto. The first, an online contact card sharing application, ended up with over 10,000 users. Later, we switched to an email tracking service with integrations with Gmail and Outlook.

My responsibilities included planning features, coding and supporting the entire application. I was also responsible for managing the work of three other contract developers.

Partner, HyperEleven Inc. — 2005-2006
With a partner, I started HyperEleven to target my skills at a diverse collection of online markets. Our efforts were aimed at providing traditional print agencies with an online product offering for their clients. My role was to provide the technical infrastructure to support our business. I also played the role of creative director, responsible for various Web projects.

E-Communications Program Manager, HP Canada — 2002-2006
I managed HP Canada's email newsletter strategy for our SMB and Enterprise customer segments. In 2003, I was chosen to lead a special project to overhaul HP Canada's online store, hpshopping.ca. I led a team of stakeholders, developers and marketing staff with a budget of over $200,000 to complete the project on-time and on-budget. Both traffic and sales on the store increased noticeably after the transition.

Education

McMaster University — Bachelor's of English and Comparative Literature, 1996
Simon Fraser University — Master of Publishing, 1998
University of Toronto — Certificate in Information Design, 2003

Items of Note

Published *Web Development with the Mac* with Wiley in 2010. This 550-page book takes a beginner web developer through the technologies needed to become a full-service independent freelancer.

Won a logo design contest with Durham Region Transit in 2006. That logo remains in use today.

I've been a member of the Toronto Cocoaheads chapter ("Tacow") since 2007.

References

Available upon request.