

CEFN HOILE

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PROFILE

A creative digital technologist who invents, architects and deploys bespoke systems. As a project lead, team member or solo developer, Cefn devises and delivers propositions from rich web applications and handheld multimedia through microcontroller-based electronics. Skills in interaction design, prototyping and software development, licensing and commercial strategy cover the full concept-to-market pipeline. Ten years in R&D combine with experience in analysis, b2b sales and group facilitation, generating challenging ideas backed by persuasive arguments and the means to execute.

EMPLOYMENT

BT PLC - technology research unit of multinational telco

Principal Researcher - End User Programming and Scripting Technologies

JUN 06-MAR 11

As visiting scientist at MIT, conceived, prototyped and delivered unique drag-and-drop programming tool targeting non-programmers. Facilitated two BT Cloud Voice workshops with BT GMs. BT Centre showcased four of my researcher-directed work projects. Oversaw server, database, code quality, unit-testing and clean-room reimplementations of BT's social network monitoring tool. Brokered collaboration on topological analysis of UK Call records recently published in 'Science'. TV appearance prototyping for CBBC's "My Genius Idea", project now on course for market launch. Note: for sabbatical year during this period see Enigmaker and Tinker.it below.

Senior Researcher - Community driven systems

JUN 04-DEC 06

Creator and maintainer of Hubbub, a self-organising BT Consumer community web forum, deflecting over £300,000 of customer support costs per month. Four articles reporting my work in BT Today magazine. Named inventor on four patents. Webmaster and sysadmin for <http://labs.bt.com>. Technical lead on 90 day P2P hothouse and invited contributor for three intensive patent workshops. Editor of research strategy guiding Future Technologies Group. Consultancy for External Website, BT Directories unit, Group Comms Web2.0, BT Group Network Security. Facilitator of four performance management workshops. Supervisor for two intern projects. Commended for Professional Communities web hothouse, elected to BT Group Talent Pool and received 'Key Networker' Award.

Researcher - Self-organising systems

JUN 01-JUN 04

Project lead for application layer of DIET Agents, a cutting edge massively parallel process hosting platform released under the GPL. Named inventor on three granted patents. Supervisor for three intern projects. Deployed wiki to support all external publishing by BT's Research department. Specified, built and maintained 36-processor beowulf cluster. Frequent sysadmin, security and development support for colleagues and chair of Network Security working group. Prototyped many peer to peer and wireless applications and simulations. Presented analysis of P2P impact and opportunities personally to BT Board. Editor of '2020' strategy document to BT Wholesale. Workshop convener, submissions coordinator and chair of ECOMAS workshop. Papers at GECCO, AISB, UKMAS, VVG, Alife, IEE Press. CARE Representative with best personnel metrics among 10,000.

Internship

JUN 00-JUN 01

Undertaken part-time alongside MSc. Designed reaction-diffusion equations using Evolutionary Algorithms. Created Product Innovator's Guide - interactive, forms-driven business process questionnaire.

Enigmaker.org - public domain invention project

Inventor

FEB 10-APR 10

Experimental website offering six new inventions into the public domain. Visitors invited to guess the invention based on prototyping updates charted through the blog and twitter feed. Tacticalendar now the first Enigmaker project to go to market.

Tinker.it - creators of the Arduino microcontroller board

Consultant Maker

AUG 09-MAR 10

Supporting the creators of Arduino. Lead Maemo developer for Arduino hacks as part of Nokia's PUSH N900 launch campaign. Beginners Arduino and commercial prototyping workshops for BBC, BT, EDF, Chapter Arts.

AMT Partnership - outsourced b2b marketing

Specialist B2B Sales and Intranet Support

OCT 99-JUN 00

Undertaken part-time alongside MSc. Campaign management and client liaison with supplementary role as network and intranet manager, formalising business processes and creating hyperlinked multimedia training package.

V&A Marketing Limited - patent downstreaming specialists

Business Development Manager

JAN 96-AUG 99

In charge of B2B sales and advertising for £500,000 order book, intranet, external website, CDM and COSHH certification. Redesigned processes to achieve ISO9002 for both on-site coating business and plastics manufacturing facility. Joined as second full-time employee. On leaving V&A employed 70 people and was the fastest growing company in Wales.

EDUCATION

Massachusetts Institute of Technology

Visiting Scientist seconded to CSAIL and Media Lab departments

SEP 05-JUN 07

Santa Fe Institute, CEU, Budapest

Complex Systems Summer School

JUN 03-AUG 03

University of Sussex

MSc, Evolutionary and Adaptive Systems

SEP 99-JUN 01

Nottingham University

BA First Class Honours, Philosophy

SEP 92-JUN 95

Monmouth School

Four As at A-Level, 3 AOs, 9 GCSE

SEP 90-JUN 92

SOCIETY

Curiosity Collective - hacker and maker community

Founder member of interactive arts collective

JAN 05-Ongoing

Creator of interactive installations shown in six art shows touring Ipswich and Maker events throughout the UK, including 'Human Kaleidoscope (video)', 'Semaphore to SMS' (machine vision), 'Mime-driven handcar' (ultrasonics), 'Curiosity Killed the Cat' (microcontroller), 'Grass is always greener', (visual illusion) 'Time Travelling TV' (video) and many more.

Key Arts - artist-run exhibition space

Founder member of artist-run gallery space

JAN 05-JAN 07

First chairman, then communications officer in the administration of a new town-centre visual arts venue.

Black Shoals Project - internationally acclaimed installation

Artificial life developer

JAN 00-MAR 04

Artificial ecosystem driven by live stock market data. Shown at Tate Gallery and shortlisted for Alternative Turner prize.

ADDITIONAL INFORMATION

<i>Nationality</i>	British
<i>Languages</i>	English, natural French, conversational Spanish
<i>Driving</i>	Full UK car and motorbike license
<i>Hobbies</i>	Paragliding, Sailing, Open Source
<i>Technologies</i>	Java, Javascript, PHP, Python, (X)HTML, CSS, XSS, C, SQL, SVG, Awk, XML, JSON, XQuery, XSLT, XSL-FO, RelaxNG, Shell scripting, Unix, Apple, Ubuntu, Debian, Apache, Tomcat, Google App Engine, Cocoon, eXist, JPA, Hibernate, Spring, Guice, TestNG, Selenium, Electronics, Arduino, Eclipse, Aptana, OxygenXML, Chrome Developer Tools, Greasemonkey, Firebug, NodeJS, JQuery, Mozilla Rhino, Jabber/XMPP, Smarty, ReStructuredText, MIDI, KML, Processing, Pyglet, Pygame, Puredata, Git, CVS, Subversion, Virtualbox, Unit testing, Agile