Joel Holdsworth August 2014

Summary Profile

- Senior Embedded Engineer with 2:1 MEng from Imperial College London.
- Key skills include software architecture and implementation, Linux and open source systems engineering, embedded development, electronic and mechanical product design, user interface design, teamwork, leadership, and public speaking.
- 20 years programming experience in C/C++/STL/Boost, Python, Linux and cross-platform development (including gcc, clang, Qt, GStreamer, Gtk etc.), embedded development (for Embedded Linux, ARM, Freescale ColdFire, PIC, BelaSigna 250 DSP, Cypress FX2 etc.) and Windows development.
- Strong open source involvement including major code contributions to the Sigrok, Wine, Inkscape and Lumiera projects.

Work Experience

Jul 12 - Current: VCA Technology (UK) Ltd.

Senior Engineer

VCA Technology provide best-of-breed computer vision software solutions for the security, retail and transport industries. These solutions are deployed on embedded devices such as IP cameras and on servers. VCA Technology is a wholly owned subsidiary of Seoul-based UDP Technology.

- Working as a lead embedded software engineer developing and porting cross-platform software solutions portable to a wide variety of platforms including Embedded Linux, Windows, RHEL, CentOS, Debian, Arch, Ubuntu, and MacOS working with C, C++11, Python and ARM assembly language.
- Profiling and hand optimizing video processing algorithms.
- Implementing and promoting automated code quality processes including unit testing of algorithms and protocols, strict compiler warnings, static code analysis, format rules checking.
- Debugging the Linux kernel and drivers.
- Leveraging and contributing to Open Source Software projects such as waf, gStreamer, Qt, ffmpeg, OpenCV, GSoap, SWIG, etc.
- Assisting in recruiting including CV review and interviewing.
- Managing the PC VCA product, overseeing and reviewing code contributions.
- · Mentoring junior recruits.
- Administration of the company server which provides services such as GitLab, DokuWiki, XMPP Chat, VPN, File Server etc., and off-site backups.
- Oversaw the company transition from Subversion to Git source control and introduced peer-review and automated testing processes.
- Lecturing the Korean team on topics such as code optimization, and the usage of Git.

Feb 12 – Jul 12: BAE Systems Detica, Guildford Jun 09 – Feb 12

Senior Consultant Engineer Consultant Engineer

Detica's Electronic Systems Group (ESG) designs, builds, installs, and supports world-class bespoke hardware and software solutions for the defence and intelligence sector.

- Worked as an embedded software engineer developing low power high performance systems using C and C++.
- Construction of complete customised Linux based operating systems for appliance-like embedded devices.
- Design, implementation, and testing of RF data communication and software defined radio

systems.

- Design and implementation of DSP, compression and error correction algorithms in assembly language.
- 3D CAD design of custom mechanical housings.

Aug 07 – Jun 09: Cornerstone Church, Kingston, Surrey

Leadership Apprentice

Member of a 2 year leader apprenticeship scheme developing the following skills:

- · Clear and memorable public speaking and teaching.
- Leadership and Management of teams of church volunteers.
- Project Management of church events.
- Interaction in small groups and teaching one-to-one.

Jun 07 – Aug 07: Harmony Medical (UK) Ltd.

Embedded Developer

Harmony Medical is a leading international specialist and distributor of acupuncture and related medical products.

- Designed and implemented the firmware for the IWander electro-therapy system C firmware for the Jennic JN5121 Wireless Microcontroller featuring a graphical LCD menu interface and wireless control of therapy nodes in a 64kB ROM.
- Took a lead role in designing the base unit's electronics.

Jun 06 – Sep 06: Mode Lighting (UK) Ltd.

Embedded Developer

Hertfordshire based Mode Lighting are a leading manufacturer of electronics for architectural lighting. Products include lighting control systems for incandescent, cold cathode and LED lighting systems.

Designed and implemented the firmware for the DMX ColourStyle 512 Lighting Controller
 Unit – Bare-metal embedded C++ application for the FreeScale ColdFire featuring an
 animated iPod- like LCD menu framework, a DMX and analogue lighting sequencer system
 with sound- to-light support, a file system for flash storage, with Telnet and HTTP
 interfaces.

Jun 04 – Sep 04, Jun 05 – Sep 05: Control Developments (UK) Ltd. Developer Aug 02 – Aug 03: Year in Industry Intern

Oxfordshire based Control Developments (now Jetter (UK) Ltd.) develop and manufacture advanced industrial electro-hydraulic control systems.

 Developed the Dorman Long DL-P40 software – an MFC application for controlling, via CAN, a fleet of up to 40 hydraulic jacks used for raising structural loads weighing 20,000T or more. The application was first used to raise the roadway sections of the Sutong Bridge over the Yangtze River, the largest cable stayed bridge in the world.

Education

2003-07: Imperial College Mechanical Engineering (MEng) – 2:1 degree
2002: A-Levels – Maths A, Physics A, Chemistry C, Industrial Design C Abingdon School, Abingdon, Oxforshire

Contact & Personal Details

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