

# Daniel S. Hertz

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## EDUCATION

**Columbia University FU School of Engineering and Applied Science**  
B.S. Computer Science, Applications Track | GPA: 3.6/4.0  
Honors: Dean's List 2006-2010

May 2010

## WORK EXPERIENCE

**VMware Inc.**, Palo Alto, CA  
*Software Development Intern*

Summer 2009

- Designed and implemented a tool for importing test cases from various legacy, ad hoc, and otherwise abnormal repositories
- Utilized several build tools, frameworks, and source control systems to ensure the modular and extensible nature of the import tool
- Automated an integral part of a large scale test case management project, which increased productivity by over 3,000%
- Wrapped the command line interface in a web app, allowing other users to import their own test cases using custom mapping schemes
- Selected to narrate voice-overs for the demo videos of an upcoming product

**MTV Networks**, New York, NY  
*Junior Developer*

May 2008 - Dec 2008

- Maintained several of MTV and VH1's websites, including internal content management systems
- Utilized the MVC framework along with other design patterns throughout my projects
- Acted as one of the lead database administrators and performed periodic maintenance/backup and data migration
- Worked heavily with WordPress, including plug-in creation and SEO

**Columbia University Information Technology**, New York, NY  
*Computer Technician*

Sept 2006 – Sept 2008

- Diagnosed and repaired networking issues for both wireless and wired networks
- Carried out virus and spyware removal along with OS optimization
- Performed hardware repairs and upgrades of both PC and Mac systems

**Apple Inc.**, New York, NY  
*Mac Specialist*

May 2007 - Sept 2007

- Assisted customers with portable and desktop computer purchases
- Diagnosed and repaired Mac software/hardware issues, including the iPhone

**Argon Corporation**, Great Neck, NY  
*Computer and Chipset Technician*

Feb 2006 - Sept 2006

- Performed quality control and assisted in manufacturing integrated circuits, often requiring soldering and circuit design
- Oversaw the testing of numerous computer systems and troubleshooting under severe conditions

## LEADERSHIP AND ACTIVITIES

The Onion News Network, *Part-time Actor*

2008 - Present

Campus Media Watch, *Founder & President*

2009 - Present

Committee for Accuracy in Middle East Reporting in America, *Campus Fellow for Columbia University*

2009 - Present

Freelance Web Developer, *Lead Developer*

2007 - Present

Columbia University LionPAC, *Board Member*

2006 - Present

## SKILLS

**Expert Level Programming Knowledge:** Java, JSP, PHP, JavaScript, XHTML, CSS, XML

**Practitioner Level Programming Knowledge:** C, Objective-C, Actionscript, Flash

**Programming Paradigms:** Design Patterns, Build Tools (Ant, Maven), Networking Protocols, OOP, Frameworks (Symfony, Stripes), Extensive Library & API Usage, Software Development Life Cycle Processes

**Database Implementation:** Schema design and optimization of both MySQL and Oracle database systems

**Practical Source Control Experience:** Deployment and usage of Subversion and Perforce

**Design and Prototyping:** Adobe Photoshop, Adobe After Effects, Alias Maya, UML