ADAM **HAMEL**

SOFTWARE ENGINEER & UI/UX DESIGNER

With over 20 years as a software engineer and UI/UX designer, I have used my skills to craft innovative digital solutions that seamlessly blend functionality with user-centric design principles. I leverage my technical expertise to thoughtfully architect and develop software applications while also creating intuitive and visually appealing user interfaces. I have a proven track record of collaborating effectively with local and remote cross-functional teams to deliver projects on time and within scope. I am dedicated to staying abreast of emerging technologies and design trends to drive continuous improvement and elevate the user experience.

✉ **EMAIL**
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⌂ **LOCATION**
Bradenton, FL

🌐 **WEBSITE**
www.adamhamel.com

WORK EXPERIENCE

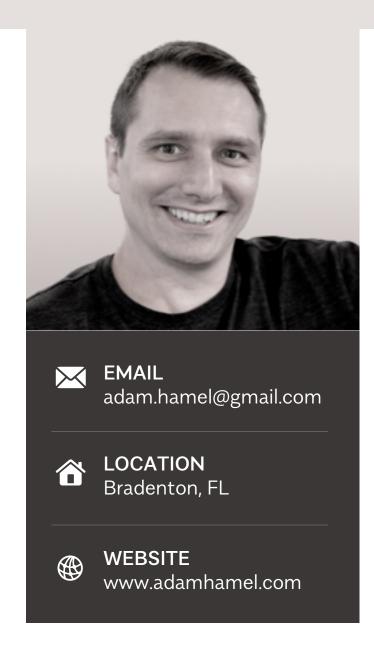| 2017 | Bryte |
| 2024 | **Director of Mobile Applications** |

At Bryte, we crafted an innovative smart mattress with advanced functionalities aimed at elevating sleep quality and enhancing restorative sleep. The Bryte Balance bed showcases pressure-controlled coils, offering unparalleled precision in firmness adjustment, dynamically orchestrated by cutting-edge AI algorithms. These intelligent coils not only gather sleep metrics but also adapt in real time to optimize the sleep experience.

Bryte: Mobile Platform

Led the comprehensive development, architectural design, and UI/UX design of our Mobile iOS application platform, laying the groundwork for all forthcoming mobile solutions in our portfolio.

Team Lead, Swift, SwiftUI, CoreData, CoreBluetooth, AWS-Iot, AWS-Cognito, MQTT, UI/UX Design, Sketch App Prototype, Design System, Technical Specifications, Miro workflows

- Engineered a versatile wireless communication shared library and protocol, facilitating seamless connectivity to our beds through both an AWS-IoT MQTT and direct BLE Low Energy connection. This allowed our system to be fully functional offline. Utilized modern async await technology to simplify the asynchronous development process.

- Designed an intuitive UI/UX for our mobile user experience, ensuring a delightful journey for users as they explore and interact with the diverse array of features offered by the Bryte Balance bed.

- Built the iOS version of our mobile solution written purely in Swift, SwiftUI, and CoreData, using iOS 14 as our base supported version, overcoming all limitations of this early version of SwiftUI.

- Managed the entire deployment and release process including TestFlight and AppStore releases for our iOS mobile solutions.

- Led our Android team to mirror the work that was being done on our iOS platform.

- Collaborated closely with our cloud team to architect the AWS Gateway cloud API communication protocol utilized by our mobile platform.

EDUCATION

1995 - 1999
B.S. Graphic Design
LaRoche University
CumLaude

SKILLS

Software Architect
Remote team management
Project planning
Agile Methodology
Technical team lead
Technical Specifications
Scalable system architecture
Mobile iOS development
UI/UX Design
Design systems
Video production

TOOLS

Xcode / AppStore Connect
Atlassian tools
Sketch App
FInal Cut Pro
Adobe After Effects
Photoshop / Illustrator
Miro workflows
Webflow
Google Workspace
Slack

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in **LINKEDIN**
adam-hamel-8318b3

Bryte: Sleep Concierge

Worked closely with our Product and Cloud teams to integrate our first ChatGPT-based AI feature into our mobile platform. The Sleep Concierge would analyze the collected sleep data and offer insightful feedback to the user. This integration even went further to offer the user the ability to directly make changes to their bed through dialog with the concierge.

Team Lead, Swift, SwiftUI, CoreData, MQTT, UI/UX Design, Sketch App Prototype, Design System, Technical Specifications, Miro workflows

- Designed and prototyped the Sleep Concierge integration into our core mobile app experience.

- Built integration into the iOS version of our consumer mobile application.

- Designed all graphics, assets, and marketing materials for promoting the Sleep Concierge feature including a promotional video. https://vimeo.com/899041131

Bryte: Hospitality (First Generation)

Designed a Hospitality Administration and Guest experience to bring the Bryte Balance bed to the hospitality market. This first came in the form of a native Android tablet application for the hotel administrators and a version for the guests.

Team Lead, UI/UX Design, Sketch App Prototype, Design System, Technical Specifications, Miro workflows

- Designed and prototyped a native Android tablet app experience for Hotel administrators to set up and manage the Bryte Balance beds.

- Designed and prototyped a native Android tablet app guest experience for controlling the Bryte Balance bed experiences during their stay.

- Worked with our Android Ukraine team to research and configure our M2M solution for managing our tablet apps in the field.

- Managed the development and deployment of the hospitality system with the help of our Android team in Ukraine

Bryte: Hospitality (Second Generation)

To reduce the cost for smaller hotels we built a web-based solution to replace the in-room tablets for guests. The guest would simply enter the room and scan a QR code to begin. We developed a rich web app that could set up and control our bed through a persistent MQTT connection from within the browser. Hotels would only need 1 tablet with an Administration app we built to manage the bed provisioning process.

Team Lead, UI/UX Design, Sketch App Prototype, Design System, Technical Specifications, Miro workflows, Hexnode M2M

- Designed and prototyped a native Android tablet app experience for Hotel administrators to set up and manage the Bryte Balance beds.

- Designed and prototyped a web-based guest experience for controlling the Bryte Balance bed experiences during their stay.

- Team Lead for our team in India who built the rich web app experience for the hotel guest experience. Our core experiences required challenges such as a persistent MQTT connection to our bed for direct control, streaming audio through the browser with background audio support, and identifying user location and permissions to name a few.

◆ INTERESTS

Fostering dogs and finding them forever homes through AMI Pup Rescue.

LogVision macOS application for log analysis side project.

Designed and developed a personalized Productivity application to keep organized and productive.

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2013   Jawbone
2017   **Software Architect**

At Jawbone I worked as a senior software architect helping them build a more robust and reliable Bluetooth integration for their UP wristband health wearable. I also provided UI/UX guidance on several core experiences, most notably their UP Duels feature.

Jawbone: UP Band wireless communication protocol

Creator of Jawbone's iOS wireless Bluetooth smart communication library that enables 24-hour syncing of health data, reliable band connections, background sync, bonded connections with ANCS support, CoreBluetooth restoration, dynamic connection intervals, and OTA updates.

Team Lead, Objective C, UIKit, Storyboards, CoreData, CoreBluetooth, Technical Specifications

Jawbone: UP Duel

The Duel feature consisted of a timeline that showed system-generated events such as lead changes and progress alerts, real opponent comments and emoticons, as well as comments from friends watching the Duel. At any time participants and observers could scroll back through the entire duel, re-living comments, interactions, lead changes, and more. This social feature was added to help drive more users to the UP platform as well as to motivate users to reach their step goals each day.

Team Lead, Objective C, UIKit, Storyboards, CoreData, UI/UX Design, Technical Specifications

2015   Runscribe (Freelance)
2015   **Software Engineer, UI/UX Designer**

Designed and developed a mobile iOS solution using Bluetooth Smart to communicate with multiple Runscribe foot pods. The run data was then uploaded to their backend servers for analysis. I also created designs for an updated web experience for run analysis.

Objective C, UIKit, Storyboards, CoreData, CoreBluetooth

2013   4Moms (Freelance)
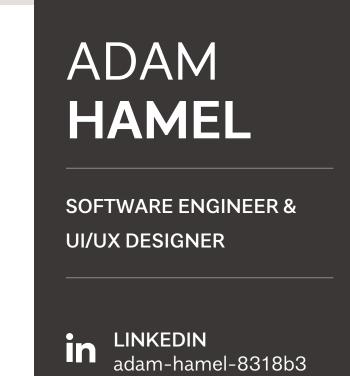2013   **Software Engineer, UI/UX Designer**

Created a Bluetooth Smart library to allow 4Moms to control their Mamaroo baby swings from a user's smart phone. The Mamaroo had different motions to help rock babies to sleep. This library allowed users to control the swing motions right from their iOS app.

Objective C, CoreBluetooth

2008   BodyMedia
2013   **Software Engineer, UI/UX Designer**

Over my 5 years at BodyMedia, I worked on many projects and initiatives, most notably their web activity manager website to track and manage health data collected from their on-body wearable. I also developed an iOS application that communicated to their wearable over the classic Bluetooth protocol and later the Bluetooth low energy protocol. This was one of the very first MFI Bluetooth products released in the App Store.

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BodyMedia: Mobile FIT

Designed and developed a mobile solution that utilized Bluetooth classic to communicate with BodyMedia's body monitoring device thus empowering users to make real-time decisions about their health throughout the day. The mobile app also allowed users to log their foods and provided a real-time workout feature with the ability to set custom goals like "calorie burn goal", "total vigorous minutes goal", etc...

Team Lead, Objective C, UIKit, AVKit, Storyboards, CoreData, CoreBluetooth, External Accessory,Technical Specifications & diagrams

BodyMedia: Web Activity Manager

Designer and developer of BodyMedia's online web-based health and weight-loss tool. Used in conjunction with the body monitoring device users can set activity and weight-loss goals, log meals, track sleeping patterns, and receive coaching feedback. I updated nearly every aspect of the activity manager including food logging, goal setting, charting, coaching, and many more areas of the web application.

Team Lead, HTML, JavaScript, CSS, UI/UX Design, Technical Specifications

2000 | EFI (Formerly PrintCafe)
2008 | **Staff Engineer**

EFI: Executive Information System

Created a real-time OLAP data analysis tool used to mine data from our ERP solutions. We were able to produce a richly interactive data mining tool. One of the biggest challenges of this project was the ETL data translation into a common schema from 3 of our existing ERP solutions.

Eclipse RCP, SWT, JFace, JPivot, SOAP, Mondrian OLAP, MDX, JFree Charts, XMLBeans, PostgreSQL, Hibernate

EFI: Executive Information System

Created a sales force automation tool that handled quoting, job creation, and status, as well as a custom form-building tool, that would integrate with 3 of our ERP solutions. Worked with remote development teams integrating and managing our multiple ERP products. I developed a common schema transaction set that was used for client/server communication.

JSP, Struts, JSP Custom Tags, JavaScript, CSS, XML, XSD, Castor, JBoss, JMX, CVS, Java

EFI: PrintNet Integrator

This product is the heart of all communications at EFI. It is our multi-tier secure communications infrastructure for client/server interactions between most EFI products. I wrote a file transfer API for moving large files from one system to another and a transaction validator that validated all incoming and outgoing XML messages for accuracy against their schemas. Additionally, I created message handlers for our other products.

JSP, JBoss, JMX, XML, XPath, XMLBeans, Castor, XSD, Servlet, CVS, Java. Oracle, JBuilder

1999 | Kurt J. Lesker Co.
2000 | **Software Engineer**

I created an e-commerce storefront for Lesker to sell their thousands of vacuum chamber parts online, as well as an intranet that provided statistics and order fulfillment capabilities. I also wrote an ETL data translation tool to integrate data from their SCO UNIX environment into a more modern Microsoft SQL Server data store.

Coldfusion, JavaScript, CSS, MSSQL Server, UNIX/Linux