
ASLI BINAL

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EDUCATION

New York University:	Master of Music in Music Technology	January 2004 – December 2005
Rensselaer Polytechnic Institute:	Bachelor of Science in Computer Science	1991-1995
New York University:	Certificate in Filmmaking	January 1999 – May 1999

PROFESSIONAL EXPERIENCE

WorldNow *February 2009 - Present*

Senior Product Manager, Digital Media

Responsible for overseeing and managing all video products through the agile development lifecycle. As a liaison between the technology and business teams, I gather and analyze requirements to ensure that client, business and technical needs are addressed and the product line is driven forward. Using SCRUM methodology, we roll out multiple releases throughout the year, and I attend each deployment to ensure the final product is delivered as promised. Additionally, I oversee the design & functionality, user experience, user acceptance testing and documentation for all video software applications as well as the video hardware products.

- Meet with internal business stakeholders, engineers and clients to gather, analyze and prioritize business and technical requirements and document in our Twiki environment
- Work in an Agile framework as product owner for multiple releases concurrently. Projects include video player, video capture applications, video advertising tools, social networking widgets for CMS as well as third party plug-in integrations to our CMS
- Create wireframes and guide design team to create comps that meet requirements and address user experience challenges early on
- Manage marketing material, rate cards, newsletters, external communications for our video hardware product
- Write all technical documentation for the products including the video API reference, product help guides, best practices guides and release notes
- Create and deliver product presentations for clients every quarter, as well as presentations for client site visits
- Train both technical support and client services teams before each deployment to ensure internal teams understand the product features and can provide support for clients
- Research market and competition and make recommendations to executive team for future products
- Manage escalated calls from the support team and assist in troubleshooting product related issues
- Consistently research new technologies, and adopt specific frameworks and standards such as Adobe's OSMF framework and VAST for advertising ensure the video products stay current
- Proposed and created a product blog feature which I am in the process of launching on our corporate site

Sonic Science *March 2008 – December 2008*

Design Consultant for BICOM Inc. & Thiel Audio

- Designed the remote control graphics and button layout for a home audio device
- Designed sets of fonts and logos for displaying on the vacuum fluorescent display (VFD) of the home audio device
- Designed and wrote the cascading style sheets (CSS) to implement a simple and modern graphical user interface for the web component of the audio device

Motionbox (acquired by HP Snapfish) *October 2006 – March 2008*

Senior Software Developer

- Developed user interface for high definition progressive download video player application using Flex and AS3
- Maintained and enhanced full suite of Flex applications including multi-file uploader, video player and mixer utilities
- Customized open-source *ffmpeg* software for integration into an internal customized encoding engine
- Gathered and analyzed all user uploaded content using SQL queries and scripts as a part of the research and development phase for creating the in-house video encoding engine

Sonic Science *June 2006 – September 2006*

Software Consultant for BICOM Inc.

Customized SlimServer audio server software for streaming audio over a home network. Added functionalities in Perl and HTML in order to create a suite of plug-ins for integrating with a new hardware device developed by the client.

Voyetra Turtle Beach *January 2005 – May 2006*

Senior Software Engineer & Technical Project Manager

- Wrote suite of applications for remote control device designed to work with an external USB soundcard. One MFC application was an editor for creating customized templates, allowing users to map remote buttons to send keyboard events. Created a system tray utility for listening to remote IR commands which were translated to user defined keyboard events
- Designed and developed all graphical user interfaces (GUI) for sound card utilities and remote control applications,

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which allowed the user to launch and control programs via remote control

- Created setup program with InstallShield for the suite of applications that shipped with remote control device
- Developed an MVC++ program to enable users to create and send keyboard macros to a USB footswitch device
- Wrote Visual Basic application to communicate with the DSP chip of custom designed headphone sound processor card. Enabled GUI interface to control all device parameters and tested the hardware using an I2C device.

Nuance

2004

Senior Speech Applications Engineer & Technical Project Lead, Independent Consultant

- Worked as technical project lead on a speech recognition application for a car rental company. Upgraded an existing Invision application from SpeechWorks version 6.1 to 6.5.2. Wrote a .NET interface to connect to the customer's database and installed both of the applications on a single IVR.
- Enhanced old UI to incorporate newer menu options and updated business logic into the new call flow.
- Directed the speech talent to record prompts, and converted to various formats to incorporate into the IVR platform.

Nuance (formerly SpeechWorks Int'l, Inc.) 1999 – 2003

Senior Speech Applications Engineer

- Worked as technical lead on a speech recognition application for an insurance company. Responsibilities included the design and implementation of the code in Aspect's CSS environment and SpeechWorks' C API. Installation and integration of the system's back-end with an outside vendor were also a part of the project's completion. Modified UI design based on client requests, added sections to the call-flow to enhance the user experience
- Designed and coded back-end transactions using the MapQuest C++ API for obtaining driving directions through a speech recognition application for MapQuest. Integrated Lernout & Hauspie's Text-to-Speech functionality with the front-end Intervoice Invision platform. Received the "Excellent Team Works Award" for Q2 of 2000 for the MapQuest project. Worked with the UI team to seamlessly incorporate synthetic speech with pre-recorded prompts
- Wrote and implemented a call routing application for WorldAccess in the Conversant programming environment. Created scripts for report generation, as well as installing and integrating the project on the customer's Conversant V8 server
- Wrote and integrated custom back-end library in C for completing transactions on the Ameritrade stock application. Received the "One Million Calls Award" for the Ameritrade speech application handling over one million phone calls
- Wrote demo applications for potential customers such as Oracle, Capital One, Ateb assisting the sales team in obtaining clients, and cementing a partnership with SpeechWorks after a successful demo during a trade show.

BICOM, Inc.

1996 - 1999

Software Engineer

BICOM designs and manufactures voice and media cards for use in computers. I was solely responsible for designing and writing a software interface for the voice card under the Windows NT 4.0 platform

- Wrote Windows NT media function library for the voice mail card in C
- Integrated Lernout & Hauspie's 'Text-to-Speech' and 'Automatic Speech Recognition' functionality into BICOM's function library by working in conjunction with Lernout & Hauspie's engineers
- Ported Windows 3.1 diagnostic utilities to the Windows NT 32-bit platform
- Wrote the Digital Trunk Interface function library (T1 and E1 network interfaces)

FactSet Research Systems

1995 - 1996

Software Engineer

FactSet develops an online service that provides sources of financial and market data through system-wide screening utilities.

- Designed financial data retrieval applications with Windows 3.1 graphical user interfaces in C
- Responsibilities included all facets of creating the application, including market research, software design and implementation, testing and training the staff

SKILLS

Computer Languages & Applications: Adobe Flex Builder, ActionScript3, C/C++, Visual Basic, HTML, Perl, Java, Javascript, Microsoft Windows Win32 API, MFC, .NET, SQL, MIDI, Max/MSP & Jitter, Adobe Photoshop, CorelDraw Graphics Suite X4, Visio, PowerPoint

OS Platforms: Open SUSE Linux, UNIX (Solaris), Windows (All), Mac OSx

Certifications: Certified Scrum Product Owner, Certificate in Filmmaking

INTERESTS

Music Recording & Production, Digital media applications, Media Blog
