

JEFFREY A BRUCE

Software Engineer • Technical Architect

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PROFESSIONAL SUMMARY

Software Engineer and Technical Architect with extensive experience building commercial applications, development frameworks, and interactive digital experiences across web, desktop, and specialized software environments. Proven success leading projects from concept through deployment, with an emphasis on responsive web design, flexible architecture, and maintainable software. Strong foundation in software architecture, full-stack application development, and database design, combined with the ability to rapidly master new technologies and solve complex engineering challenges.

TECHNICAL SKILLS

- **Languages:** JavaScript, HTML, CSS, PHP, Java, C, C++, C#, SQL, x86/MMX Assembly
- **Technologies & Tools:** Apache, MySQL, jQuery, Node.js, REST APIs, Stripe, Adobe AIR, Electron, 3DVista Virtual Tour Pro
- **Platforms:** Windows, Linux, macOS

EXPERIENCE

Senior R&D Engineer / Technical Architect

Advanced Computer Graphics, Inc. — Cincinnati, Ohio

June 1992 – Present

Progressed from developer to senior engineer over three decades at a small, specialized company, ultimately becoming the company's primary technical leader.

- Architected and developed the core software frameworks, libraries, build processes, and development tools that enabled the creation and delivery of interactive digital experiences and applications.
- Evolved and re-implemented these systems across multiple generations of PC technology, including DOS, Windows, Java, Adobe Flash, and modern web technologies, enabling the company to continually adapt to a rapidly changing technology landscape and remain competitive.
- Served as primary developer for hundreds of interactive digital experiences, web applications, and tools for major companies including Intel, Cisco, Siemens, and Microsoft, transforming creative concepts into deployable solutions.
- Led research and evaluation of emerging technologies, introducing new capabilities that expanded the services and solutions the company could offer clients.
- Designed and implemented critical business systems and processes that modernized company operations. Architected the company website and project portfolio showcasing thousands of projects, including content-management tools that enabled non-technical employees to manage projects and communicate with clients. Replaced paper-based time cards with a custom time-tracking system used by all employees.
- Designed and maintained the company's technology infrastructure in the absence of a formal IT department, working with other senior engineers to manage networking, backups, email, and internal systems.

Representative Projects

- Developed one of the first PC-based, multi-channel audio mixing systems, using low-level assembly code to dynamically combine multiple audio streams into a single output stream across early PC platforms.
- Designed and implemented a distributed software delivery system for managing and distributing marketing assets across retail locations, including Microsoft's "Microsoft Kiosk" campaign deployed in Best Buy, Circuit City, and other national retailers.
- Designed and implemented a dynamic document-generation service that populated project-specific templates with user data to produce personalized PDF or PowerPoint documents for download, providing a reusable capability across dozens of interactive experiences.

Co-Founder & Chief Technology Officer

PrimeTime Draft, LLC — Cincinnati, Ohio

April 2011 – Present

- Co-founded PrimeTime Draft with an equal business partner, taking primary responsibility for technology development and business operations, including LLC formation, accounting, and tax administration.
- Architected and developed our entire commercial fantasy sports draft platform used by leagues worldwide, including desktop applications, cloud services, payment processing, customer/order management, and backend infrastructure.
- Designed and implemented secure backend services supporting licensing, real-time synchronization for online auctions, remote user participation, automated backups, and customer self-service.
- Grew the platform to support thousands of active leagues, building a strong reputation for ease of use, a wide range of features, polished visual design, and reliable performance.
- Continue to enhance the platform through new features, performance improvements, and ongoing customer support.

Co-Founder & Chief Technology Officer

PrimeTime Cornhole, LLC — Cincinnati, Ohio

June 2023 – Present

- Co-founded PrimeTime Cornhole with an equal business partner, overseeing business operations including LLC formation, accounting, and tax administration.
- Helped build Greater Cincinnati's most popular social cornhole league, establishing an exceptional member experience, well-organized league play, and a strong sense of community.
- Selected and configured a commercial league-management platform, supplemented with custom web development for registration, communication, and scheduling.
- Continue to manage the technology, support league operations, and coordinate and run tournaments.

EDUCATION

Master of Science in Engineering, Computer Science

June 1992

University of Pennsylvania, Philadelphia, PA • GPA: 4.0

Bachelor of Science, Computer Engineering

May 1991

Carnegie Mellon University, Pittsburgh, PA • University Honors, GPA: 3.91