

Carl Tashian

30 St Felix St. 4C · Brooklyn, NY · 11217 · 617.418.3134
carl@tashian.com · <http://tashian.com/carl>

Aloka Studio, Somerville, MA and Brooklyn, NY

Jan 2006 – Present

Principal

Responsible for all aspects of this small consulting firm: generating leads, proposals, consulting on web strategy, design, and system architecture; producing standards-compliant websites and developing Ruby on Rails web applications.

- Clients include The American Museum of Natural History, Chefs Collaborative, Off Wall Street Consulting Group, The Humanist Chaplaincy at Harvard, Taza Chocolate, and ITP @ NYU.

Zipcar, Cambridge, MA

Feb 2001 – Jul 2006

Senior Engineer

As employee #8, responsible for design, system architecture, development, and continuous improvement of technology at the world's largest car sharing service. Responsible for leading technology projects, both internal and customer facing, from ideation through launch. Responsible for day-to-day technology operations, including highly available network, system, and Oracle database infrastructure design and administration.

- In a team of three engineers, built and scaled Zipcar's end-to-end technology platform as the fleet grew from 25 cars in Boston to over 2,500 worldwide.
- Iteratively improved Zipcar's technology, streamlining customer touch points, internal processes, and back-end architecture through every step. A tight feedback loop ensured the smoothest experience for all stakeholders.
- Key projects included a web- and telephone-based vehicle reservation and billing system; a custom embedded vehicle telemetry system and server; supporting intranet applications for call center reps, sales/marketing, and fleet staff; executive and sales reporting systems; new membership workflow; and integration of external services including credit card gateways, EZ-Pass, drivers license verification, and financial reporting systems.

Case Western Reserve University, Cleveland, OH

Mar 1998 – May 2000

President and Co-Founder, Student Internet Services

Responsible for concept, funding, and development of this popular alternative to CWRU's aging online community system.

- Proposed, secured funding for, and managed this university-wide online community system.
- Developed the entire system with my collaborator, from server programming to the user interface.
- The system increased communication on campus by offering free student web space, online discussion forums, and a campus calendar.

Telalink Corporation, Nashville, TN

Sep 1995 – Aug 1998

Software Engineer and UNIX Administrator

- Administered web and DNS servers running Linux and Solaris, integrated Oracle-backed billing software.

Hewlett-Packard Company, Sunnyvale, CA

May – Aug 1997

SEED Intern, TIS Network Operations Team

Responsible for preparing a new router authentication, authorization, and accounting (AAA) service, called TACACS+, for worldwide deployment over HP's network of Cisco routers. Designed and built a web-based administration system.

- Attended HP's Internet and DNS classes and experimented with network design and routing protocols.

BSE Computer Engineering, Case Western Reserve University, 2000