

# Samuel East

## About me

My passion is developing, maintaining and managing cross platform mobile applications, seeing gaps in the market and exploiting them. With the ever expanding speed of technology my focus is finding trends, prototyping and applying an inventive approach to all my projects early delivery, continuous improvement, and rapid and flexible response to change.

I am comfortable working in an innovative, entrepreneurial environment and love to be in forward thinking creative spaces, working with other entrepreneurs, learning and growing in new skills.

Media streaming has been the main focus of many of my projects working with proven solutions to build scalable and cost effective applications, both mobile and web based.

Audio has been a real passion of mine throughout my life and this shows in my ever expanding portfolio. All my apps are found on both iTunes and Google.Play under developer SoBytes Ltd.

Building applications that allow people to connect and share their creativity is what I love. Working with Amazon Web Services (AWS) to build fully scalable applications connecting APIs and allowing bulk media storage and streaming.

I have many video tutorials on projects I am working on here:

<https://www.youtube.com/channel/UChLFFFszxSkI-v7pn8Bor-w>

---

## Skills

Javascript, Node, ElectronJS, Amazon Web Services, Appcelerator Titanium, APIs, PHP, MySQL, jQuery, CSS, HTML5

CMS: WordPress, WordPress Plugin & Theme Development

Software: Git/Gitlab, Visual Code Studio, Photoshop

---

## Certifications

AWS Certified Cloud Practitioner

[https://www.credly.com/badges/5946ca97-7a5c-4290-b97b-787052a0059e/public\\_url](https://www.credly.com/badges/5946ca97-7a5c-4290-b97b-787052a0059e/public_url)

---

## Experience

### Name:

Media Encoding Desktop Application

### Company:

S3Bubble

### Description:

This app was built with ElectronJS. The main task of the app is to encode your media content to HLS Adaptive Bitrate and upload to AWS or Store locally. Encryption can be added to prevent your content from being downloaded.

### Features

- HLS Encryption
- Folder Or single Uploads In Bulk
- Trim Media
- Trim/Crop Images
- Grab Screenshots
- Convert AWS Transcribe JSON To SRT
- Convert SRT/VTT Or VTT/SRT
- Extract Audio From Video For AWS Transcribe Services
- Conversion Tool To Create AAC/MP3/MP4 etc
- Add ID3 Meta To Audio Files
- Generate Bif Thumbnails For Roku Or Player
- Get File Information
- Encode And Upload To AWS
- Encode And Save Locally To Your Computer

### Technologies:

NodeJS, ElectronJS, Javascript, IOS, Windows, Ffmpeg

### Links:

<https://s3bubble.com/aws-encoding-desktop-app>

---

### Name:

AngularJS Web Application

### Company:

S3Bubble

**Description:**

Building a web application with AngularJS framework that integrates with Amazon Web Services to run Media Streaming workflows in the cloud. Creating cost effective streaming solutions for SMEs.

Built with Angular JS and the AWS PHP SDK utilising many advanced OTT workflows.

**Technologies:**

AngularJS, AWS (Amazon Web Services), Javascript

**Links:**

<https://s3bubble.com>

---

**Name:**

VideoJS Plugin Prototype

**Company:**

Object Matrix <https://object-matrix.com>

**Description:**

The goal was to build a VideoJs plugin that can clip on prem videos utilising bif thumbnails with timeframe specific clipping that can then be sent to another service to archive the video for playback. Functionality was added to create thumbnails via nodejs and ffmpeg.

**Technologies:**

VideoJS, NodeJS, Javascript, Ffmpeg

**Links:**

<https://samueleast.com/portfolio/prototyping-with-object-matrix>

---

**Name:**

AWS Cloudformation & Lambda Encoding Workflow Template

**Company:**

S3Bubble

**Description:**

Building a Cloudformation template and lambda function in NodeJS. Two AWS S3 buckets are created, one that watches for content changes and fires a Lambda function to encode the media to HLS or DASH via MediaConvert.

**Technologies:**

AWS, Lambda, MediaConvert, Cloudformation

**Links:**

<https://s3bubble.com/documentation/cloudformation-user-driven-template-create-user-powered-media-streaming-wordpress-themes/>

---

**Name:**

AWS Production Live Streaming Workflow

**Company:**

S3Bubble

**Description:**

Building a Live Streaming workflow in the cloud using Medialive in combination with MediaPackage. The Live Stream is created via OBS software and ingested into MediaLive a startover time can be implemented with date ranges to allow for live rewind to the beginning of the live stream. The stream is played using VideoJS, after the stream has been finished a harvest job can be created to create VOD hls assets for playback for an archive.

**Technologies:**

AWS, MediaLive, MediaPackage, VideoJS,

**Links:**

<https://www.youtube.com/watch?v=LidiIUEexN4&list=PLC2Z78VyD-JArClpoCDTzTbANLHJnfks8>

---

**Name:**

Studio Approved DRM (Digital Right Management)

**Company:**

S3Bubble

**Description:**

Building a player to work with third party license servers to provide studio approved drm using AWS Secure Packager and Encoder Key Exchange (SPEKE) API adapting a cloudformation template for ease of use.

**Technologies:**

AWS, MediaConvert, Widevine, Playready, Fairplay, VideoJS,

**Links:**

<https://s3bubble.com/documentation/ezdrm-cloudformation-template-setup-drm-widevine-playready-fairplay-with-s3bubble/>

---

**Name:**

VideoJS Waveform Plugin

**Company:**

S3Bubble

**Description:**

Building a video js waveform plugin to work with hls using canvas to create the visual waveform and the web audio api to generate the data and store it as json using ElectronJS.

**Technologies:**

NodeJS, VideoJS, Javascript

**Links:**

<https://s3bubble.com/documentation/new-audio-waveform-player>

---

**Name:**

Customizable OTT Media Streaming Themes

**Company:**

S3Bubble

**Description:**

Building a full ott wordpress theme that works with elementor and has all functionality for all aspects of media streaming.

**Technologies:**

WordPress, PHP, VideoJS, Javascript, AWS

**Links:**

<https://wpott.tv>

---

**Name:**

Media Streaming API

**Company:**

Otnet.tv

**Description:**

helping users distribute, manage and monetize their video content. In other words - we make it easy to create your own Netflix, Prime, Hulu or iPlayer competitor, while you concentrate on finding and building your audience.

**Technologies:**

Codeignitor, PHP, AngularJS, VideoJS, Javascript, AWS

**Links:**

<https://otnet.io/#introduction>

---

**Name:**

Youtube Streamer Mobile App

**Company:**

SoBytes

**Description:**

YT Streamer is an application that is designed to stream videos for you. Recently, YouTube has introduced a feature that allows users to go online whenever they want to. In order to make things easier and quicker for an audience, it is a good option to use a streaming app which will work easily. YT Streamer is an application which you can download from your App Store for free. It is also simple and easy to use, designed to bring a decent experience to its users.

**Technologies:**

Xcode, Swift, Videocore

**Links:**

<https://samueleast.com/portfolio/yt-streamer-powerful-live-streaming-directly-to-youtube>

---

**Name:**

Lumishore Boat Controller App

**Company:**

Lumishore

**Description:**

Lumishore builds in house products for LED lighting around yachts. They needed a mobile app built to connect with their colour wheel EOS controller.

This project involved building an iPhone mobile application that connects via UDP socket

connections to a boat controller to allow the app to control all the light around the boat.

**Technologies:**

Titanium Appcelerator, IOS, UPD Protocol, Socket Connections, Art Net Protocol

**Links:**

<https://samueleast.com/portfolio/lumishore-boat-lighting-company>

---

**Name:**

Shake Locate Cross Platform Mobile App

**Company:**

SoBytes

**Description:**

Shake Locate is a location based cross platform app. Shake your phone and find your location.

**Technologies:**

Appcelerator, Alloy, Android, IOS

**Links:**

<https://shakelocate.me>

---

**Name:**

Urology Medical Cross Platform Mobile App

**Company:**

Emotive

**Description:**

Building a cross platform mobile app for internal use using Appcelerator allowing the ability for patients to track their urine intake with advanced pdf and chart functionality.

**Technologies:**

Appcelerator, Android, IOS, Hyperloop

**Links:**

<http://www.astellas.co.uk>

---

**Name:**

Mepact Medical iPad App

**Company:**

Emotive

**Description:**

Building an iPad app with parallax features for internal elearning based around cancer research.

**Technologies:**

Appcelerator, IOS

**Links:**

<http://www.cancerresearchuk.org>

---

**Name:**

Virgin Care Website

**Company:**

Emotive

**Description:**

Building a website with WordPress CMS integrating advanced search functionality.

**Technologies:**

WordPress, PHP

**Links:**

<http://www.virginicare.co.uk>

---

**Name:**

GoBeyond Medical Mobile App

**Company:**

Emotive

**Description:**

Building a cross platform mobile app using Appcelerator for the medical profession with charts (trackers) questionnaires, reminders and calendar.

**Technologies:**

Appcelerator, Alloy, Android, IOS

**Links:**



<http://www.gilead.com>

---

## **Education**

Swansea Metropolitan University 2007 - 2009

Degree in Interactive Digital Media Awarded BA Hons 2:1

Swansea College, Tycoch, Swansea 2003 - 2005

National Diploma in Music Technology Awarded BTEC, Triple Grade Distinction, Merit, Merit  
GCSE's 9 passes at AC grade

John Colet School, Wendover, Buckinghamshire 1994 – 1998

O level's Pass (Includes English, Maths, Sciences)