



# Simon Tretter

## Curriculum Vitae

*"The best ideas come as jokes. Make your thinking as funny as possible." - David Ogilvy*

### Education

- 2012–2013 **Master of Science**, *University of Amsterdam*, The Netherlands, *cum laude*.  
Human-centered Multimedia
- 2009–2012 **Bachelor of Science**, *Vienna University of Economics and Business*, Austria, *top 5% student*.  
specialized in information management, furthermore completed lectures in economics and business economics.
- 2002–2008 **Matura**, *HTBLA Wels*, Austria.  
Informatics

### Master Thesis

- Title *Supporting Re-finding and Exploratory Web Searches*
- Supervisors Gene Golovchinsky, Ph.D., FXPAL, Palo Alto, CA & Dr. Frank Nack, ISLA University of Amsterdam
- Description This thesis explores the influence of different visualisations for re-finding and explorative web searches.

### Experience

#### Vocational

- 2013 **Internship**, FXPAL, Palo Alto, California.  
FXPAL is a research institute in California, operated by Xerox and Fuji. It got famous through Xerox Park (a sister company of FXPAL), which invented the computer mouse and the GUI.
- My task** consisted of working on a research topic about re-finding and exploratory web searches. Part of my work was used for my master thesis, which I finished during this Internship. Another paper, which I have worked on during this time, has been published at the euroHCIR2013 (<http://ceur-ws.org/Vol-1033/>).

Erlenweg 20 – 4622 Eggendorf, Austria

☎ +43 664 915 11 02 • ✉ [s.tretter@gmail.com](mailto:s.tretter@gmail.com) • 🌐 [www.stretter.at](http://www.stretter.at)

2003–now **Technical Management**, SZENE1.AT ENTERTAINMENT GMBH, Linz, Austria.

Szene1.at is an event platform with the biggest youth community in Austria. The basic idea of Szene1.at is to send photographers to different events, to capture the night life. Afterwards visitors can view and comment their pictures online.

**My task** is developing, maintaining and supporting the platform and the associated websites. I was involved in developing a own CMS in programming languages from PHP to C, Java, Erlang and Java-Script. The focus on the backend side was on the performance and scalability issues: SQL Clusters, Fileclusters, WWW Clusters and other systems have been installed, maintained and improved by me. With these tasks I have not only gained more experiences in soft and hardware, I also learned perfect time management and how to organise all these besides my school and university program.

#### Detailed tasks

- Linux server maintenance (>100 server) and surveillance
  - database clusters (MySQL, Cassandra, ..)
  - WWW clusters (Apache, ipvs, libevent, ..)
  - file clusters (MogileFS)
  - other services (Erlang, div. APIs, external services, ..)
- Coordination of the programming department
  - team leading
  - process optimization
  - developing environment
  - task planning and assigning
  - performance surveillance
- Web analyse
  - Google Analytics - Visitor stream
  - Self developed benchmark tools - Website performance&speed

#### Mentionable

2011 **Accenture Campus Challenge**, Vienna, Austria.

Earned the first place of the Accenture Campus Challenge in Austria with a concept of "Green Points" for a sustainable company organization.

#### Further

2007 **points24.at**, Linz, Austria, Consulting for email distribution.

Optimization of Postfix and validation of email addresses.

Summer 2004 **Trodat**, Summer job, Wels, Austria.

Working in the inventory.

Summer 2003 **Hewlett Packard**, Internship, Linz, Austria.

programming and developing.

---

## Honors

- April 2012 TOEFL - Test of English as a Foreign Language
- 2011 Best Students - <http://www.wu.ac.at/ec/courses/beststudents>
- 2009 Promoted to Corporal at Bundesheer Wels
- 2007 Level 1 Certificate in English (ESOL)
- 2006 Course Certificate at the EF International School of English in Miami
- 2004–2006 Peer Education (Education for drug prevention)

Erlenweg 20 – 4622 Eggendorf, Austria

☎ +43 664 915 11 02 • ✉ [s.tretter@gmail.com](mailto:s.tretter@gmail.com) • 🌐 [www.stretter.at](http://www.stretter.at)

---

## IT Qualifications

Programming	C, C++, JAVA, PHP, PERL, PYTHON, ERLANG, JAVASCRIPT, BASH
Web	AJAX, HTML5, XML, JSON, CSS3, diverse browser debugger tools
Software	Frontend (excerpt): <ul style="list-style-type: none"><li>○ Eclipse</li><li>○ OpenOffice</li><li>○ Microsoft Office</li><li>○ Latex-Tools</li></ul> Backend (excerpt): <ul style="list-style-type: none"><li>○ APC (PHP Accelerator) - collaborated</li><li>○ PEB (PHP Erlang Bridge) - handed in patches</li><li>○ Memcache</li><li>○ MogileFS (Fileclustering)</li><li>○ MySQL (Database)</li><li>○ Apache (Webserver)</li><li>○ Clustering with IPVS</li></ul> own developments (highlights): <ul style="list-style-type: none"><li>○ TimelineR - A news feed-like system for SZENE1.AT</li><li>○ MogileFsReproxy - A party for the file cluster MogileFS in C++ for the scalability</li><li>○ ChicoChica - A fun web project to further explore social interactions and hypes</li><li>○ DateUp - Another, more successfull fun web project</li><li>○ Now is the moment - A mobile application for Android</li></ul>
Systems	Linux client and server (Ubuntu, SuSE, Debian)

---

## Languages

German	native	
English	<b>Advanced High</b>	<i>fluent</i>
Dutch	<b>Basic</b>	<i>Basic words and phrases only</i>
Spanish	<b>Basic</b>	<i>Basic words and phrases only</i>

---

## Hobbies and Interests

- Running	- Traveling
- Beachvolleyball	- Going out
- Philosophizing	- Fitness gym
- Education	- Reading

Erlenweg 20 – 4622 Eggendorf, Austria

☎ +43 664 915 11 02 • ✉ [s.tretter@gmail.com](mailto:s.tretter@gmail.com) • 🌐 [www.stretter.at](http://www.stretter.at)



### Challenges

**Accenture Campus Challenge** The Accenture Campus Challenge was a project in cooperation with Accenture and several universities. Due to the participation of the Vienna University of Economics and Business, I got the opportunity to join the challenge for a sustainable solution for a company with a team of 3 members. Our project "Green Points" won the first place in Austria and was invited to the final challenge in Germany to present our work.

### Own software projects

Fun Web Projects



Two web projects to explore the social interactions and their possibilities in the world wide web are [chicochica.at](http://chicochica.at) and [dateup.at](http://dateup.at). Both sides are working with social plugins of Facebook. Tested features are: how to start a virale effect, how people react to different events and visualisations, colors and used terms. Both sides are still available, but are not maintained any longer.

TimelineR

Is a C++ project for the web platform [Szene1.at](http://Szene1.at). It offers a newsfeed-like system which is highly scalable, redundant and modular. The application is self-developed and nowadays a big part of the platform. Used technologies are JSON, XML, libEvent, MySQL, MemCache and many more.

Now is the Moment



'Now is the moment' is a picture-driven Android app that stimulates you to be creative, to get inspired, to discover and share 'moments-in-time' with others.

SearchPanel



SearchPanel is a browser extension in JavaScript, which has been developed at FXPAL during my Internship. It offers the visualisations to test and logs data to a server for further analyses. (see Internship FXPAL, CV)

### Personal Engagement

JVP and Landjugend

Due to my activities in my village Eggendorf, it was necessary to found a club to organise events and other things. Therefore I founded with some of my friends JVP and Landjugend Eggendorf. Under my leadership several events and trips were organised.



UNIVERSITEIT VAN AMSTERDAM

FACULTY OF SCIENCE

*Faculteit der Natuurwetenschappen, Wiskunde en Informatica*

THE BOARD OF EXAMINERS

*De examencommissie*

CERTIFIES THAT

*verklaart dat*

Simon Tretter

BORN

*geboren*

9 AUGUST 1987 IN LINZ

*9 augustus 1987 te LINZ*

HAS PASSED THE MASTER EXAMINATION IN

INFORMATION STUDIES, WITH DISTINCTION (CUM LAUDE).

*het masterexamen Information Studies cum laude heeft afgelegd.*

THE EXAMINEE HAS BEEN AWARDED THE DEGREE OF MASTER OF SCIENCE (MSc).

*De geëxamineerde is gerechtigd tot het voeren van de titel Master of Science (MSc).*

AMSTERDAM

*Amsterdam*

31 JULY 2013

*31 juli 2013*

THE EXAMINEE

*De geëxamineerde*

THE BOARD OF EXAMINERS

*De examencommissie*

1.

*Handwritten signature of Hil Shub*

2.

*Handwritten signature of W. R.*

*Handwritten signature of Trefles Simon*

*This certificate has been authenticated by the Universiteit van Amsterdam*

DE EXAMENONDERDELEN WORDEN IN EEN GEWAARMERKTE BIJLAGE VERMELD.  
*The accompanying certified supplement lists the subjects on which the examinee was examined.*

## Notification

By virtue of the rights conferred on her by law in matters relating to academic affairs, and in accordance with Section 87, Paragraph 1 of the 2002 University Organisation and Studies Act (Federal Law Gazette I, No. 120/2002), including any subsequent amendments, the Vice-Rector, Academic Programs and Student Affairs (Vizerektorin für Lehre), hereby pronounces that

**Mr Simon TRETTER**

born on 09 August 1987,

having fulfilled all the requirements specified in the degree program, be admitted to the degree of

**Bachelor of Science (WU), BSc (WU)**

in the bachelor program

Business, Economics and Social Sciences,

Major in Information Systems.

This is hereby certified with the official seal of the Vienna University of Economics and Business. Against this decision appeal may be made to the issuing authority within a period of two weeks. Any such appeal shall indicate the decision concerned and include a statement of the grounds on which it is based. It shall be submitted in written form, telegraphically or by means of electronic data transmission.

Vienna, 18 July 2012

Vizerektorin für Lehre  
ao.Univ.Prof. Dr. Edith LITTICH

Examinations Office  
Certified as a true copy by:



DVR: 0012343

**Ich verzichte auf das  
Rechtsmittel der Berufung:**

Bescheid übernommen

Datum: 7.8.2012

Unterschrift: 

## Confirmation of academic progress

Name: Simon TRETTER

Program: Bachelor Program in Business, Economics and Social Sciences

Enrolled since: spring semester 2009

Semesters: 7

Date of calculation: July 15, 2012

Simon TRETTER has successfully completed courses and exams worth a total of 184.0 ECTS credits within a period of 7 semesters. He is therefore ranked at number 32 and among the top 5 % of the students in his cohort (1774 students)<sup>1</sup> in terms of academic progress.<sup>2</sup>

This information is valid as of the date of calculation given above.

---

<sup>1</sup>Definition of a cohort:

- Total number of students admitted to the program in question for the first time in the semester given under "Enrolled since".

<sup>2</sup>Calculation of academic progress:

- total number of ECTS credits earned/number of semesters enrolled (in the program in question)
- ECTS credits earned for exams taken before enrollment in the WU program in question and subsequently recognized are not included in the calculation.
- ECTS credits earned for exams taken after enrollment in the WU program in question and subsequently recognized are included in the calculation.
- Leave semesters are not taken into account.

Zahl des Prüfungsprotokolls: 21/2008/5AHITS

Schuljahr: 2007/2008

# **Reife- und Diplomprüfungszeugnis**

**Tretter Simon**

Familien- und Vorname(n)

geboren am 9. August 1987, hat sich an der

## **Höheren Lehranstalt für Informationstechnologie - Ausbildungsschwerpunkt System- u. Informationstechnik**

dieser Schule vor der zuständigen Prüfungskommission gemäß den Vorschriften der Verordnung des Bundesministers für Unterricht und kulturelle Angelegenheiten über die abschließenden Prüfungen in den berufsbildenden mittleren und höheren Schulen, BGBl. II Nr. 70/2000 in der geltenden Fassung, der

### **Reife- und Diplomprüfung**

unterzogen und diese

**mit gutem Erfolg bestanden.**