

# Kevin A. Coyle

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Casa Verde #101

Experience: Sony Semiconductor Network Company - *Tokyo, Japan* January 2005 – current

**Application Software Manager** – LSI Business Division 2

- Architected SDK for audio SoC for use in portable digital audio players and cellular phones.
- Implemented initial versions of application, framework and abstraction layers for SDK.
- Led team to complete SDK for on-time deliveries.
- Worked with marketing and sales to provide schedules, identify potential customer needs, and address technical concerns in both Japan and the United States with internal teams and customers.

National Semiconductor - *Tokyo, Japan* July 2002 – February 2004

**Senior Software Applications Engineer** – DVD Division

- Directly provided engineering assistance to consumer electronics customers and partners (such as JVC, Panasonic and Sony) relating to software and hardware issues. Identified problems and determined its source, offered solutions when possible, defined responsible teams and delegated. Maintained close relationships with customers and distributors to ensure timely resolution of issues.
- Implemented SACD support. As the sole engineer, worked with Sony Semiconductor to achieve design wins with other Sony divisions.
- Architect of automated test tool for internal QA team. Lead discussions with QA, identified needs, evaluated potential solutions, defined custom language, defined communication protocols, authored comprehensive technical documentation, implemented proof-of-concept and implemented framework for QA.

National Semiconductor - *Hong Kong, China* March 2002 – July 2002

**Senior Software Applications Engineer** – DVD Division

- Directly interfaced with Chinese customers and key Korean customer LG, to provide technical support related to software issues. Addressed client issues on-site.
- Responsible for instructing and advising new Embedded Software manager in development procedures and customer support guidelines.
- Evaluated Chinese clients' software engineering capabilities to report to Product Line for future business direction.
- Primary engineering contact for new non-DVD projects, such as Ethernet set-top box.

National Semiconductor - *Fremont, CA* June 1999 – March 2002

**Software Applications Engineer** – DVD Division

- Provided SDK training and engineering support to top tier customers such as JVC and LG. Served as primary technical liaison, interfacing with clients on and off-site.
- Build manager for Embedded System, QA and Software Application groups. Responsible for branching, making releases and updating scripts.
- Drove customer and internal issues with appropriate priority to meet customer deadlines as the primary issue investigator and problem assigner for ES team.
- Developed in-house system simulator for a proprietary DSP core and peripheral hardware to allow faster debugging and testing for the DSP group.
- Maintained and grew the DSP group's development tools including assembler and hazard checking utility.

National Semiconductor - *San Diego, CA* January 1999 – June 1999

**Audio Applications Co-Op**

- Developed and investigated DSP coefficients for CODEC filters using Matlab.

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Skills: ANSI C, C++, Intel x86 and MIPS assembly, lex, yacc, Matlab, RTOS, CM Synergy, DSP, oscilloscope, Audio Precision System 2

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Education: B.S. in Computer Engineering - University of California, San Diego