

Dave Wise

San Francisco, CA

Phone: 415-409-9473 Email: wisedavewise@gmail.com

Summary

Senior software engineer, technical director and lead with more than 10-years experience developing software for digital media products and embedded devices including award-winning educational toys and iPhone/iPad games. Experience includes graphical user-interface programming, production-level development, front-end development, tools development, application prototyping, art production, pipeline design and implementation, and code integration. Trained artist and photographer with a passion for elegant design and user experience. Steadfastly committed to high-quality results and a positive collaborative work environment.

Skills

Languages: C++, Swift, Objective-C, C, Python, SQL, JavaScript, HTML5, CSS3, PHP, ActionScript, JSFL, AppleScript, Perl, XML, JSON, LaTeX (currently learning Java [Android], Ruby, Rails).

Platforms: UNIX/Linux (desktop and embedded), iOS, Mac OSX, Windows, Web.

Tools: Qt Creator, Xcode, Git, Jira, Stash, Subversion, Eclipse, AlienBrain, Test Track Pro, MySQL, Visio, Flash, Photoshop, Illustrator, InDesign, Final Cut, After Effects, DVD Studio Pro, Excel and MS Office Suite, MS Project, FontLab Studio.

Libraries/Frameworks: Qt, Cocos2D, wxWidgets, jQuery, and many others. Learning Meteor, AngularJS, NodeJS.

Software Development: UI layer software architect bringing to bear creative experience and an understanding of how sub systems connect with the larger infrastructure. Experienced in using Agile and SCRUM process to improve team communication, collaboration and productivity.

Communications: Excellent verbal and written communication skills including interpersonal and technical. Highly skilled liaison and proactive problem solver between cross-functional teams. Expert in translating complex technical information for non-technical audiences. Deep experience in international, remote-team collaboration. Experienced trainer in asset production and implementation. Skilled, patient mentor of new team members across multiple technical platforms.

Leadership & Project Management: More than 10-years experience managing projects and teams. Skills include training, mentoring, scheduling, budgeting, and coordinating with cross-functional teams. Able to shepherd a project from concept to completion. Ability to keep team cognizant of the big picture while they perform discreet tasks.

UX & UI: Years of experience collaborating with UX designers. Highly skilled at using design and technical tools to implement UI in service of a positive user experience.

Custom Font Development: Custom font development, optimized for content and platform-specific hardware.

Art Production: Creation and optimization of vector art, including export with data as textures, sprites, bitmaps, etc. Skilled in graphic/user interface design, information architecture, digital media formats, digital image processing, color theory, computer, handheld, and NTSC/PAL display properties.

Photography & Videography: Product, landscape, architectural, and portrait photography; lighting design, digital media asset production; video production and editorial (Final Cut, Premiere, After Effects, Avid); workflow/pipeline design and implementation.

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Work Experience & Select Projects

Wise Enterprise

January 2016 – Present: iOS Development Currently collaborating with tv/film creative director George Evelyn to create a series of iOS apps using the Swift programming language. These apps take advantage of new technologies associated with SpriteKit. The apps represent a triptych of sorts that showcases the artists style and allows patrons to participate in the creative process while exploring the work of the artist.

LeapFrog Enterprises - Senior Software Engineer Consultant

March 2013 - December 2015: Contributed to the success of the award winning LeapTV and LeapPad product family. Worked with the LeapFrog firmware team and other consultant developers on the LeapPad Platinum, LeapPad 3 (English/French) and Leap TV products for LeapFrog. The internal and external team applied the Agile SCRUM development process used throughout the schedule to achieve higher quality and efficiency. Team made the transition from subversion to Git using Jira and Stash to support the Agile process.

November 2012 - April 2013: Helped LeapFrog's Toy team improve product testing by developing a spectrum analyzer application that ran on a proprietary embedded device. Development was done in C++ working in the Qt Creator IDE. Application included a graphical spectrograph and took advantage of the fftreal libraries.

November 2010 – June 2012: Collaborated with LeapFrog's firmware team to build user interfaces for award-winning educational game platforms including the LeapPad2 and LeapsterGS Explorer handheld devices. Developed games and educational product prototypes and applications for the iPad and iPhone. Languages used: C++, ActionScript. Tools used: Eclipse, Subversion, Test Track Pro. Platforms used: Linux, Mac OS, Windows XP

Software Engineer Consultant, January 2006 – October 2010: Worked with the LeapFrog content team, firmware and software engineering teams to provide tool, prototype, and software engineering for games, user interfaces, and other digital media products. Developed graphical user interfaces for research and development projects. Ported games from one platform to another. Languages used: ActionScript, Python, Objective C, SQL, HTML, CSS, PHP, JavaScript, XML, JSON, LaTeX. Tools used: Eclipse, Subversion, Git, Test Track Pro, Visio. Platforms used: Linux, Mac OS, Windows XP.

QA Test Engineer Consultant, July-December 2009: Developed an automated testing solution for the LeapFrog QA team to help test the software for one of their famous handheld devices. Developed a suite of applications that automated the process of building and running the test cases. Languages used: Python, PHP, HTML, CSS, XML, ActionScript. Platforms used: Embedded Linux, Mac OS, Windows XP. Technologies used: mySQL, Apache.

Technical Director Consultant, January 2004 – October 2010: Worked with the LeapFrog content and marketing teams to develop and implement technical solutions to support the creation of high-quality creative content for multiple projects: user-interface design, screen-based platforms, television, game development and in-store displays. Developed custom curricular fonts. Managed technical director team and trained internal and external artists and technical staff. Defined, documented, and communicated technical best practices. Acted as a liaison between creative departments and software development/production teams – established collaborative relationships, technical workflows, and tools that optimized production efficiencies between the groups. Wrote documentation of tools, processes, and content creation techniques for creative departments and outside developers. Edited and composited video and finished assets. Tools used: MS Project, After Effects, Final Cut Pro, DVD Studio Pro, Photoshop. Languages used: ActionScript, JSFL, Python.

Celi Design

Software Engineer Consultant July – November 2009: Provided front-end engineering for website development. Implementation matched the design precisely and included SEO optimizations. Languages used: HTML, Javascript, CSS. Tools used: Dreamweaver, Photoshop, Fireworks.

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Smart Design

Full-Stack Software Development Consultant, September – December 2007: Worked with Smart Design to customize their Active-Collab project management system. Designed a solution that included changes to the data-driven backend and frontend of the web-based project management system. Languages used: PHP, MySQL, HTML, CSS, Javascript.

Way Out West

Producer Consultant 2002: Produced an instructional animation project for people living with diabetes. Worked with the team to develop and maintain the budget and schedule.

Rearden Labs

Software Engineer Consultant 2001: Worked with Rearden Labs to develop a prototype for the user interface of Rearden's next generation set-top box. Languages used: Lingo, XML. Tools used: Macromedia Director, Photoshop.

WildBrain

Senior Technical Director 2001: Developed and implemented technical solutions to support the creation of high-quality creative content for multiple web-based projects.

SmashTV

Software Engineer/Web Front-End Consultant 2000: Developed a web front-end for a key section of the Exploratorium's website, which centered around California's fault-lines and included innovative Live@Exploratorium webcast programs.

General Product

Senior Technical Director 1999 – 2001: Worked with a UX-design startup as the key technical resource. Developed user interfaces for set-top box prototypes for several clients. Wore multiple technical hats including IT (hardware and software), tech support, full-stack engineer for the company website.

Colossal Pictures

Senior Technical Director 1992 – 1999: Developed and implemented technical solutions effectively and efficiently to support the creation of high quality creative content for multiple projects: set-top box user-interface design, screen-based platforms, television and web applications, game development, and educational CD-ROM production (titles included *Ruff's Bone* and *Koala Lumpur* for Broderbund and *Playdough Island* for Hasbro). Provided technical direction on multiple projects including television commercials, interstitials, film titles, and station IDs. Clients included Allstate, Coca Cola, Disney, Levi's, Microsoft, MTV, Nickelodeon, and Nike. Defined, documented, and communicated technical best practices. Acted as a liaison between creative departments and software development/production teams – established collaborative relationships, technical workflows, and tools that optimized production efficiencies between the groups. Wrote documentation of tools, processes, and content creation techniques for creative departments and outside developers.

Line Producer 1990 – 1992: Managed teams in the creation of various digital and traditional animation projects for television commercials, interstitials, film titles, and station IDs. Maintained budgets and schedules.

Education

BFA in Sculpture with a minor in Photography and Media Production
Virginia Commonwealth University (VCUarts), 1988

Achievements

Co-authored a chapter in *Macromedia Director Lingo Workshop*. Acted as technical consultant to conceptual photographer, Laurie Long, whose work is included in the permanent collections of the San Francisco MOMA and the Houston Museum of Fine Arts. Currently parent two awe-inspiring teenaged sons.