Daniel Farrow
22 Richardson Road Hollis, NH 03049
215 280 3728
www.danielfarrow.com

Professional Summary

My objective is to obtain a position which allows me to utilize and expand my experience in full-stack web/game development, 2d/3d design, data visualization, user experience design, and project management. I want to use evidence-based research and iterative, design thinking techniques to build great experiences for users.

Technical Skills Summary

Gaming: Unity3D 5.6/2017-19, 3ds Max, Substance Painter/Designer, Polycruncher, Marvelous Designer
User Experience: User Interviews, Field Studies/Observation, Surveys, Personas, Journey Maps, Lo/Hi Fidelity Wireframes, User Testing, Information Architecture, Interaction Design, Ideation Sessions, etc.
Design: Adobe Photoshop, Illustrator, After Effects, Premiere, Audition, InDesign, XD, Sketch, Balsamiq, Axure
Data Visualization: D3.js, Processing, Three.js
Web: JavaScript, Angular, React, Ember, jQuery, Node, NPM, Bower, Grunt, Webpack, Karma, Protractor, Bootstrap, Foundation, WebGL, Amazon AWS, AWS Lambda, etc.
Languages/Frameworks: JavaScript, Java, C#, ASP.NET, JSP, PHP, etc.
Databases: MS SQL Server, PostgreSQL, MySQL, SQLite, etc.

Experience

Principal Game Developer

Rapt Interactive, LLC. - Hollis, NH (2014–Present)

- Utilize the Unity3D game engine to create 2D and 3D games for education and entertainment
- Create game design concepts, documentation, and project plans
- Design and build game level layouts and collision meshes, set up and bake lights, light-probes, reflections, occlusion, etc.
- Develop C# scripts to provide game behaviors for character movement, camera control, Enemy AI, UI interaction, sound effects, triggers, etc.
- Design and develop complex, script-based particle systems utilizing Unity's built in particle system and 3rd party add-ons such as Particle Playground
- Use Autodesk 3DS Max and other tools to model, texture and animate 3d objects
- Use Adobe Creative Suite tools for texturing, sound, UI elements, motion graphics, etc.
- Use profiling tools to optimize and debug game performance issues

Development Team Lead
JRNI, Inc. - Boston, MA (2019–present)

- Develop and maintain features for the SAAS event booking application using an AngularJS, React, Node, NPM, Gulp, Webpack toolchain
- Deploy software to AWS as Lambda functions
- Work with customers, users, Product Managers, and developers to identify, scope, and deliver feature requests
- Manage the US development team to support activities for the Professional Services team
- Help junior developers during their on-boarding process, training them about the stack and code-base
- Mentor and coach team members and being accountable for the deliveries and deadlines
- Contribute to the road map by remotely pairing with Product Managers and ensuring team is on target with business requirements

Principal UI\UX Engineer
Empirix, Inc. - Billerica, MA (2014–2019)

- Evangelize for a user-centric culture across the organization, align UX team goals with business strategy
- Lead user research efforts including user/customer interviews, contextual research visits, user surveys, etc.
- Provide proto-persona development, goal/task analysis, journey/scenario analysis
- Provide heuristic user experience evaluation of existing products to determine where best practices can be applied and enhancements made
- Provide analysis of research findings and present to product managers, developers, quality assurance, sales/marketing, support/maintenance and executive team
- Provide information architecture analysis and redesign for complex applications, integration of various products into a unified product suite
- Mock-up potential user interfaces at various levels of fidelity (pencil sketches, Visio wireframes, interactive Balsamiq mockups, pixel-accurate Photoshop mockups, interactive HTML prototypes, etc.)
- Provide user testing of mockups at various levels of fidelity, observe users attempting to complete goals in order to determine opportunities to improve design
- Develop web sites and on-premise web applications using HTML5, Bootstrap, jQuery, AngularJS, EmberJS, NPM, Bower, Grunt, Gulp, OpenAM, Java/JSP, Tomcat, TomEE, SUSE Linux, Apache, PostgreSQL, MySQL, MS-SQL, etc.

Development Manager, Webcasting
NASDAQ OMX, Inc. - Boston, MA (2010–2014)

- Lead the development efforts for Multimedia Webcasting Solutions at NASDAQ OMX, manage local and global resources
- Work with business product owners and end users to determine highest value features needing implementation
- Use Agile Software Development methods to deliver value to customers; Help create/estimate User Stories, participate in Backlog grooming and Sprint planning/retrospectives, act as Scrum master on daily Scrum meetings
- Responsible for delivery of live/on-demand streaming media presentations to Windows, OS-X, Linux, iOS and Android devices to top-tier clients
- Responsible for application system design/architecture to meet functional, performance, reliability, maintenance, scalability, and security requirements
- Extensive hands-on development of web-based applications using ASP.NET (3, 3.5, 4), ASP.NET MVC (3, 4), Castle Windsor, NHibernate, ColdFusion (8, 9), PHP (5)
- Design, develop and admin SQL Server 2008, MySQL and Oracle databases Develop with JavaScript frameworks such as jQuery, JavaScriptMVC, D3.js, Backbone, MooTools, swfObject, swfAddress, etc.

Web Development Director
Brownstein Group, Inc. - Philadelphia, PA (2008–2010)

- Lead the development efforts and manage the web development team (of interns, FTEs, and consultants) at the Brownstein Group
- Mentor and train developers, create procedures/processes to facilitate Brownstein Group development efforts, lead code reviews, etc.
- Coordinate and manage external vendors and consultants to deliver technology solutions
- Help develop pitches, proposals, budgets and timelines for client projects
- Develop/review creative concepts for interactive applications/interfaces
- Interface with both technical and non-technical personnel to develop concepts, gather requirements, solve problems, facilitate projects, etc.
- Design and administer databases using SQL Server 2000/2005, MySQL, SQLite
- Extensive experience with ActionScript (2,3) development and libraries such as Tweener, TweenLite, Papervision, etc.
- Manage and administer multiple IIS web sites running under Windows Server 2000 and Windows Server 2003, Apache 2.1
- Set up and administer version control systems for our development team.
- Develop custom-built and off-the-shelf Web CMS solutions (such as Ektron CMS400.NET, Umbraco, SilverStripe, etc.)
- Develop with Rich Internet Application technologies such as Adobe Flex and Microsoft Silverlight (including custom component development)
- Construct on-line eCommerce sites utilizing COTS (ProductCart) and web ASP solutions (such as Volusion, NetSol eCommerce, Yahoo! Stores etc.)

Senior Developer
Digitas-Health, Inc. - Philadelphia, PA (2006–2007)

- Architect and Develop cross-browser compatible, valid, SEO friendly web applications using XHTML, ASP.NET (1.1, 2.0), VB.NET, C#, JavaScript, CSS, XML, XMLHttpRequest and related technologies
- Use Flash, Flex, and Object Oriented ActionScript (2, 3) to create CD-ROM and web based applications and interactive tools
- Use JavaScript frameworks to provide rich, cross-browser compatible web experiences (i.e. Scriptalicious, Prototype, MooTools, etc.)
- Use Photoshop, Illustrator, Freehand and Fireworks to format and create graphics for web and desktop application projects
- Develop kiosk and tablet based multimedia applications using Flash and the .NET framework
- Design and Develop database systems to support web applications using Oracle 9, SQL Server (2000, 2005), SQL, T-SQL, SQLite
- Develop timelines and requirements documents for client projects

Web/Multimedia Development Consultant
Fabian-Baber, Inc. - Springfield, PA (2004–2006)

- Lead technical direction of the Multimedia Design and Development Team to create educational games for Discovery Education
- Communicate with clients and manage project resources throughout all phases of the project life cycle
- Convert client requirements, ideas and content into actual applications.
- Develop proposals, timelines, and requirements documents for client projects
- Design and develop educational games and multimedia applications using Macromedia Flash 8 and Director MX 2004
- Use Macromedia Director, Flash 8 and Flash Communication Server for multimedia development
- Make extensive use of Actionscript 2.0 for multimedia development in Flash 8, including Flash/XML integration and Object Oriented Design

Web/Multimedia Developer
Vital Signs - Bensalem, PA (1999–2006)

- Develop web-based streaming video / slide presentations with learning assessment tests using Flash 8 and Flash Communication Server
- Create CD-ROM based multimedia learning applications incorporating video, audio, 2D / 3D animation, text and graphics for Continuing Medical Education purposes
- Design user interfaces for web sites and CD/DVD multimedia projects

- Create web pages using hand coded HTML, Microsoft Visual Interdev, XHTML, JavaScript, DHTML, CSS, ASP.NET, PHP, and Perl
- Design database schema, implement using SQL (MS SQL Server, Oracle)
- Developed usability testing methods according to the Usability Engineering Life Cycle (including user task analysis, observation and surveys) to support the software development group

---

Education

Drexel University - Philadelphia, PA (1992–1997)
B.S., Computing and Information Science

Northeastern University - Boston, MA (2018-2020)
M.S., User Experience Design