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Qualifications Profile

Versatile professional with a wide range of expertise spanning more than 20 years including multiple startup experiences with successful exits, business management, marketing, data analytics, and software development.

- Skilled in planning, constructing, and launching pioneering business application tools through a strong comprehension of assorted complex Augmented Reality (AR) and Virtual Reality (VR) technologies.
- Adept in all components of product development, customer relationship management, operations analysis, and continuous process improvement.
- Exceptionally analytical with a dedication to excellence at all organizational levels.
- Talent for assessing and swiftly resolving complicated technical discrepancies.

Core Technologies

Software: Unity, Mixed Reality Toolkit, ARCore, AR Foundation, Vuforia, Photon PUN, AWS, Git, Blender, Adobe Creative Suite (PS, IL, IN), Microsoft Office (Word, Excel, PowerPoint), Google Suite

Languages / C#, HTML, CSS, JavaScript, SQL,

Methodologies: Search Engine Optimization (SEO), Search Engine Marketing (SEM)

Experience Highlights

Kairos XR, Remote Unity Developer

Virtual Reality Software Engineer, 2021 – Present

One of 4 developers on a remote-only team creating Virtual Reality training simulations in Unity.

- A Virtual Reality training simulation for a major Middle-Eastern gas exploration company. My focus was on coding the training procedures for using emergency escape equipment, and 2 final challenge experiences.
- A desktop and Virtual Reality training simulation for a US-based collegiate nursing school to train students in gynecological examinations. My focus was on coding the behaviors of the medical equipment, creating custom virtual reality interactions, and a multiple-choice quiz system.

Emerge Reality, Hoboken, New Jersey

Augmented Reality Software Engineer, 2018 – Present

Take advantage of existing and emerging technologies to build innovative and user-friendly XR applications for business and consumer applications.

- Developed two Augmented Reality games currently live on the Google & Apple Stores:
 - Duck ShootAR: a networked, multi-player shooting challenge using AR Foundation and Photon PUN.
 - Escape Room AR: a fully immersive, room scale, augmented reality puzzle experience using ARCore.
- Developed two Augmented Reality e-commerce business applications:
 - SnapSizAR: visualize camera phone images to scale in your home before purchase, using Vuforia.
 - Invitation ViewAR: physically hold a virtual proof of your invitation without needing to actually print it.
- Developed a Virtual Reality interview simulator for training HR employees, using an Oculus headset.

Dove Tree Style, Hoboken, New Jersey

Founder / Head of Products & Analytics, 2004 – 2019

Envisioned and co-founded a successful e-commerce design and printing company specialized in business application products. Introduced new products, identified and achieved all technical requirements, integrated in-depth marketing

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strategies, and tirelessly strove to optimize revenue. Secured valuable B2B partnerships, revitalized digital advertising, and bolstered social media outreach efforts.

- Launched four e-commerce websites, incorporating Google Analytics event tracking, site search, e-commerce, responsive design, and goal conversion functions.
- Triggered CTR improvement of 30% while curtailing CPC by 5% through metrics-driven approach to A/B testing of innovative marketing initiatives.
- Configured customized landing pages for all marketing channels, generating growth of 278%.
- Overhauled email design, augmenting sessions by 55%, bookings by 36%, and revenue by 22%.

Scholastic, New York, New York

Senior Manager, Web Traffic and Operations Analysis, 2001 – 2003

Directed all e-commerce, marketing, operational, and statistical reporting and analysis operations. Embraced far-reaching responsibility in analyzing key external business unit financial and marketing metrics, assessing results of ambitious online marketing initiatives, and formulating detailed recommendations to dramatically strengthen sales.

- Supported all facets of three separate e-commerce platforms, engaging educational platforms, and premium online content for leading properties, including Harry Potter and Clifford the Big Red Dog.
- Drove successful efforts to integrate analytical technologies to link online visitor activities with sales data.
- Played instrumental role in propelling corporate-wide customer relationship management (CRM) project designed to connect offline with online consumer behavior.
- Interfaced with product development and marketing teams to ascertain objectives and fully comprehend and translate gaps between goals and results with cross-functional teams and senior management.

EasyLink Services, New York, New York

Director, Information Management and Analysis, 1997 – 2001

Cultivated top-performing team of business analysts to meticulously study advertising revenue, appraise online user activities, and examine client acquisitions.

- Reported directly to President of Consumer Messaging and outlined elaborate business plans designed to accurately track key performance indicators (KPI).
- Articulated process improvement proposal aimed at solidifying member value and enhancing profitability, achieving monthly savings of over \$100K.

Early career experience as Investment Banking Analyst – Technology Group at Credit Suisse First Boston and Financial Analyst at Prudential Financial

Education and Credentials

Bachelor of Science in Economics, Concentration in Finance

Wharton School of the University of Pennsylvania, Philadelphia, Pennsylvania

Bachelor of Applied Science in Computer Science

University of Pennsylvania School of Engineering and Applied Science, Philadelphia, Pennsylvania • *Phi Kappa Psi*

Certifications

- **XR Development with Unity** – Circuit Stream
- **Build Websites from Scratch** – Codecademy
- **Build Front-End Web Apps from Scratch** – Codecademy