

Tamara Hartman

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EXPERIENCE:

CREATIVE TECHNOLOGIST | Tumblr | AOL (formerly Nito, inc)

- One of six employees hired on at AOL for Kanvas after March 2016 acquisition.
- Produced a variety of 2D and 3D assets for Switch by Kanvas.
- Developed Unity and Unreal prototypes of Switch in preparation for Switch SDK.
- Focused on 2D and 3D shader development (GLSL and Metal).
 - Developed a portfolio of webcam shader "filters", custom shaders for 3D assets, non-photorealistic filters, and geometric animated quad shaders.
- Prepared team for move from in-house tools to ARKit/ARCore and Unity
- Team lead on app store submission prep and QA procedures.

DIRECTOR OF PRODUCT DEVELOPMENT | Nito, inc

November 2015 - March 2016

- Streamlined product development procedures, QA, and UX/UI for all Nito products.
- Oversaw the development and release of at least one product per month.
- Notable Projects:
 - **Niku**
 - Directed localization of Nito+, transforming it into Niku for Chinese markets.
 - Researched and incorporated Chinese UX/UI trends into the Nito concept in conjunction with satellite development team in Shanghai.
 - Used Chinese TV ratings, book, toy, and game sales in order to determine a rollout plan for included characters.
 - Worked directly with translators on copy for continuity and clarity.
 - **Nito+**
 - Produced 2D assets for all Nito+ characters.
 - Augmented and culled included set of characters based on user metrics and availability of newly licensed characters.

PRODUCT DEVELOPMENT SPECIALIST | Seeds

August 2015 - October 2015

- Brought in to assist in streamlining the overall experience of developing with and using products containing Seeds in-app purchases.
- Performed a complete overhaul on the Seeds branding package, including total web site reconstruction, logo improvements, and new company design assets
- Created several pitch decks for Seeds in pursuit of partner projects with Supercell, Riot Games, Blizzard Entertainment, and Barclays.
- Served as liason between Seeds and Unity for SDK improvements and client acquisition.
- Added features to Seeds SDK for Unity.

CREATIVE DIRECTOR | SUPERLEAGUE (formerly Nth Games)

October 2014 - June 2015

- Responsible for the overall experience of SUPERLEAGUE events, from game design to event presentation.
- Developed a series of games and accompanying venue setup for 20-400 players, played simultaneously on individual client devices and a unified, large-format display view
- Directed multiple creative teams (LA, London) and served as point-of-contact between creative and engineering teams (LA, Bucharest) to ensure the continued evolution of games, product performance, and R&D.
- Prototyped N-Vision, a custom HUD overlay for large-format display client that serves a variety of content from in-game updates to video ads.
- Took ownership of the SUPERLEAGUE in-venue setup, including provisions that afforded integration to as many theaters and venues as possible without requiring renovation or construction of any kind.
- Oversaw the development of four unique games, seasonal concept, and gamification system.

LEAD CONTENT DEVELOPER | iD Tech

June 2011 - October 2014

- Originally brought in as the first full-time employee for Tech Rocket (formerly iD Tech 365), a comprehensive STEM education platform for kids featuring a fully functional interactive coding platform.
- Was hired after working part time on iD Tech 365 from 2011-2013, becoming the primary developer of course content in Unity, Unreal, Java, and Game Design.
- Fully staffed and led the content development team for Tech Rocket, from high level curriculum roadmap to QA and publication.
- Worked directly with the Program Director of Tech Rocket and CEO of iD Tech to determine conceptual approach to UX, theory of fun, gamification, and corporate partnership goals.
- Served as liason between vendor CodeSchool and iD Tech to design and produce a quality STEM platform for kids.
- Developed course work for Tech Rocket in Unity, Java, Minecraft Modding with Javascript, and Game Design.
- Oversaw projects in Python, Game Salad, Photoshop, Maya, and C++.
- Hosted and taught weekend workshops in experiemental course concepts.
- Consulted on and built prototypes for Alexa Cafe (Summer STEM camp for girls) curriculum in HTML/CSS, Arduino, Java, and Game Design.

SOFTWARE ENGINEER | Applied Minds

October 2012 - June 2013

- Assisted in the design and development process for several control peripherals to be interchangeably used at will within a common system.
- Developed a simulator in Unity that worked in place of a larger piece of hardware, imitating its behaviors in order to facilitate safe instruction on usage of said control peripherals.
- Used Maya and Arduino to prototype several fully functional tech props for the Amazon Original Pilot, Maker Shack Agency (partnership project with Amazon and Electus).
- Planned and prototyped a merchandise line based on potential Maker Shack Agency props, designed as a subscription-based box service featuring arduino projects for kids ages 8-14.

Education

Master of Fine Arts | California Institute of the Arts

2010 - 2012

- Performer/Composer major with an emphasis on Integrated Media.
- Produced a series of digital musical instruments, sound toys, and digital musical landscapes in Unity, Processing, Ableton, and MAX/MSP.

Master of Music | New York University

2008 - 2012

- Worked with professor John Gilbert and Sysco on experimental telecommunication based performance projects featuring teams in New York, Milan, and Seoul.

Bachelor of Music | University of Miami

2004 - 2008

- Studied contemporary music performance and composition.
- Built custom audiovisual software for the european premiere of Elegy for Flute and Electronics by Fred DeSena.

Proficiencies

- Unity
- Unreal
- Java
- Javascript
- C++
- C#
- GLSL
- Metal
- HTML
- CSS
- LESS/SASS
- Bootstrap
- Adobe Creative Suite
- Arduino
- Maya
- Mudbox
- Game Design
- User Experience
- User Interfaces
- Rapid Prototyping