

SIMON BRAUNSTEIN

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Objective: To design software that allows users to “flow”, and learn at their own pace.

Education:

Royal Melbourne Institute of Technology: Grad. Dip. in Animation and Interactive Media. GPA: 3.75.

City University of New York, Brooklyn College: M.A. in English Education, 5/09. GPA: 3.398.

New York University: B.A. in Literature and Creative Writing, 5/06. Major GPA: 3.37, Minor GPA: 3.80.

Barrington High School: HS Diploma, 6/02. GPA: 3.39.

Software Development Experience:

12/14 → Present – Programmer, Studycat Limited – Tainan, Taiwan.

- Developing Fun English and its family of nine sister apps. Implemented localization for 15 languages, created an in-app stores on iOS and Android versions of the apps. Designed COPPA-compliant analytics schemes to track user movement within the apps.
- Planned and created six mini game apps, which directed traffic back to Fun English, increasing sales. In the first month, we estimated with analytics that our international sales increased by 15% due to through-traffic from these apps.
- Planned and created an interstitial ad scheme that increased revenue by 7% the first month it was used.
- Designed gameplay and educational progression for forty-six levels in ABC Galaxy, an app in development when I arrived. Set up user testing sessions at a local public school, and implemented feedback from students and teachers about how to improve the game.
- Communicates with team members in English and Chinese.

6/13 → Present – Team Manager, Catlard Studios – Kaohsiung, Taiwan.

- Started a company to develop educational apps and websites to promote language learning for clients.
- Developed a PhD thesis project for a client in Australia. The project, used GPS and the Vuforia Unity Plugin to track user movement within an outdoor space, and give users feedback based on how they had used the software.
- Worked to add pop quizzes, security, and other features to e-book products for ChineseBuddy.com.
- Developed a game for ChineseBuddy.com to help Chinese language learners in primary school. The game syncs with a website, and content can be updated by uploading packages to a teacher-friendly back end system.
- Worked with JAS Inc. to create three augmented reality 3D wedding invitations over a period of six weeks. The cards used the Vuforia Unity plugin. The cards work with a database that downloads the content on demand. The card was delivered through an app on iOS and Android, on both phones and tablets.

10/13 → 05/14 – Unity Team Leader, Fuhu Inc – Taipei, Taiwan.

- Interviewed, hired, managed and evaluated a team of five Taiwanese programmers, some of whom spoke English.
- Used JIRA, Redmine, Git, Scrum and other tools to keep the Unity Team organized so that they could meet milestones/weekly sprints for the five apps they were simultaneously responsible for developing.
- Delivered five Unity Android apps featured at the company’s CES 2014 show, and which were demoed on a national US ABC news broadcast interview featuring the company’s CEO.

9/12 → 8/13 – Lead Programmer, Accessible Project, RMIT – Kaohsiung, Taiwan.

- Developing an e-learning game for graduate professors at RMIT, an Australian university.
- The application teaches professors to teach more inclusively, by presenting them with an annotated library experience – the game contains books and notes made by professors. It replays these notes in real time, as the user reads the book on the screen. Demos available upon request.

4/12 → 7/12 – Programmer and Tester, Ruma Studios – Melbourne, Australia.

- Worked with a team to develop a commercial iOS App in Javascript and C#, using Unity 3D. The app, called SuperFlick, is available in the app store.

8/11 → 9/11 – Javascript Programmer, XYZ Studios – Melbourne, Victoria, Australia.

- Worked with a team to develop a commercial iOS App in Javascript, using Unity 3D. The app, an interactive version of the book *The Very Cranky Bear*, by Nick Bland, was released in the app store.
- Used the iTween library to animate Maya Objects and create animation effects, as per the project guidelines.

Web Design / Copywriting Experience:

02/12 → 04/12 – Copywriter and web designer, Art Of Strength – Providence, Rhode Island

- Redesigned the “Training Locations” pages at www.artofstrength.com.
- Updated contact information and customized layouts for 30 different sites, based on licensee requests.

04/011 → 06/11 – Copywriter and graphic designer, A Hire Cars – Melbourne, Australia

- Worked with a private taxi service to design www.ahirecars.com.au that would allow customers to place on-line reservations, and give some background on the company.

04/07 → 08/07 – Copywriter, Future Memories Inc., New York, NY

- Used e-commerce friendly html and Microsoft Excel to price, describe, and name products on an internet database.
- Coordinated drop shipping and sales agreements between vendors and Future Memories’ websites.
- Managed paths and site organization for incoming products, created new sections according to commerce trends.

Teaching Experience:

09/12 → 09/13 – ESL Teacher, Hsu’s English – Kaohsiung, Taiwan.

- Teaches two ESL classes and tutors adults and children assigned to him by the school.
- Doubled his Wednesday class size, primarily by students’ word of mouth, within four months.

04/12 → 06/12 – Graduate Lecturer, “3D Room Design in Unity 3D”, RMIT University.

- Delivered a six-lecture series to the participants in the Interactive Media program at RMIT in Melbourne, Australia. Worked with students and corresponded with them by email to finish a collaborative 3D room design assignment. Hired by the department afterwards as a consultant.

03/12 → 10/12 – Director, Finbar Computer Education Program – Melbourne, Australia.

- Developed, advertised, and taught a 7-week long program which aimed to teach 11-12 year olds in the Richmond Community the basics of 3D game design and Object-oriented programming. Organized guest speakers and trained a teaching assistant separately before each class.
- The curriculum and the games developed by the students are available to be viewed on www.catlard.com.

11/11 → 7/12 – Teacher, EDU Kingdom College, Melbourne, Australia.

- Designed extracurricular, advanced academic work for students aged 8-16. The school specialized in teaching students material one to two years beyond the standard public school levels.

10/09 → 1/11 – English Teacher, Tsai-Wen Elementary School, Lujhu Township, Taiwan

- Designs and teaches daily immersion ESL English lessons for an elementary public school program.
- Organized a pen-pal program linking English classes at Tsai-Wen to classes in PS 119, a Brooklyn public school, and fostered a partnership between the two schools.

1/09 → 7/09 – Founder, Write Club, Kaohsiung, Taiwan

- Organized a weekly English-language non-profit creative writing workshop at a local art gallery. The club was started to foster dialogue between local and foreign writers.

12/08 → 5/09 – SAT Teacher, Chinese Progressive Association, New York, NY

- Created a ten-week SAT prep curriculum for thirty high school students with various levels of English fluency, beginning with diagnostic skill assessment.
- Coached four fellow tutors each week on how to deliver content and brainstorm activities that delivered skill-building instruction creatively to their small instructional groups.

7/06 → 6/08—Special/General Education English Teacher: I.S. 232 – The Winthrop, Brooklyn, NY

- My student’s standardized test scores went up, on average, 19.5% from the students’ previous year score. The second year, they increased 9.4% on average.
- Designed a UFT Mini-Grant to deliver a six-week graphic design and drawing workshop for thirty student applicants. Advised a student editor in creating and distributing their own thirty-page anthology of comics for distribution in the school and use in the next year’s curriculum.
- Took five winners of an intramural qualifying chess tournament at I.S. 232 to the 42nd annual USCF New York City tournament, where the I.S. 232 chess team placed fourth out of ten teams.

Honors/Activities:

- Write Yourself Alive, an online creative writing class, 08/15
- Google Play Asia conference attendee, Taipei, 11/14
- 1st place, KIMU Fukushima Game Jam, Kaohsiung, 09/14
- 2013 Indie Speed Run Participant. Created "Mandrakes In My Garden" with a team in 48 hours. The game averaged 4.5 stars out of 5 after 184 user ratings.
- KIMU Lecturer, "How To Freelance Without Working For Free", proposed 09/13.
- 2nd place, KIMU Fukushima Game Jam, Kaohsiung, 08/13
- 2nd place, TVA Volleyball Tournament, 08/13.
- 3rd place, IGDA Melbourne 48-hour Game Jam, 2012, RMIT-Bundoora, 01/12
- Lecturer, "JavaScript and Unity: 3D Game Programming Essentials, RMIT University, 13/11
- Was previously a qualified public school teacher in Melbourne, Australia, and New York City, USA.
- Triathlete, Maolin triathlon, Proposed 03/10.
- Mistaken for a Taiwanese person in 08/13 while ordering noodles, until the shop owner saw my face.

Skills:

- Conversational Mandarin Chinese, basic Spanish and French.
- Currently juggling intimate relationships with: MS Office applications, the Adobe CS6 Suite, Maya Autodesk, and Unity 5 Pro, Corona SDK, Git, Mercurial, xCode, Eclipse, Audacity, and SourceTree.
- Familiar with C#, C++, Lua, Python, Actionscript 3, Javascript, and HTML.
- Familiar with MLA and Chicago style copyediting.
- First Aid/CPR/AED Red Cross certified. Got a babysitting license in 1995, but never renewed it.

Interests:

Rock climbing, opera, poetry, table tennis, baking, knitting, couch surfing, pixel art, game grumps, xkcd, jontron.