

**Robert Walch**  
**Web and Mobile Software Developer**

<http://www.robwalch.com/>  
[rob@robwalch.com](mailto:rob@robwalch.com)  
[+1 \(707\) 925-2432](tel:+17079252432)

**OBJECTIVE**

Native New Yorker creating applications for iPhone, Android and the web at large. Tech minded developer with extensive product and services experience.

Goals include leveraging technology and content in new ways. Seamlessly integrating social networks and web trends into applications and games that will be used and loved by millions.

**SKILLS**

Client Side Programming:

Flash/ActionScript, JavaScript, CSS, C++, OpenGL, Objective-C, Cocoa

Website Development:

PHP, MySQL, LAMP, Google Analytics, AJAX, REST, XML/XSLT, JSON, mRSS

Source Control and Managing Server/Hosting Admin:

SVN, Git, Trac, JIRA, Basecamp, shell/CGI scripts

Understanding of Mobile Platforms and Browsers:

iPhone, Android, J2ME/Brew devices, WebKit and Blackberry browsers

Interest in open source software and solutions for media encoding and streaming:

ffmpeg, x264, mpeg-4 audio/video, openFrameworks

**EXPERIENCE FULL-TIME**

**Web and Mobile Software Developer**

2/2010 - Present

**Luxurious Animals**

New York, NY

- Working on a real-time 3D installation experience
- Added Facebook application features to sites
- Established source control and bug tracking systems for key projects
- Personalized video using Facebook Connect and motion tracking in Flash
- Created mobile website [luxanimals.com/iphone](http://luxanimals.com/iphone) with multi-touch portfolio and gallery for iOS devices and touch enabled WebKit browsers
- iPhone game demo and additional product development

**Product Development Manager**

7/2007 - 10/2009

**MTV Networks, Global Digital Media Group**

New York, NY

- Responsible for mobile product development from concept to delivery
- Define functional specifications, content requirements, information architecture and interaction design, through wireframes and detailed design docs
- Spec out XML feeds or content and data APIs for iPhone apps
- Flash and ActionScript development for websites, on-air and mobile prototypes
- Work with multiple brands, technology teams and vendors (MTV, VH1, Comedy Central, Nickelodeon)

**Senior Client-Side Developer**

5/2005 - 7/2007

**Vetro Corp.**

New York, NY

- UI Design for J2ME phones, BlackBerry, and Windows Mobile
- Translate business logic and functional requirements into elegant and usable interface designs
- Create database schemas and xml messaging specs for wireless devices and adapters
- Implement GPS mapping and tracking using JSR-179 Location API
- Optimize and implement barcode scanning and mobile printing using JSR-82 Java APIs for Bluetooth and peripheral connection protocols
- Code client-side portion of wireless applications in J2ME, C++, XML, XPATH and Java-based scripting language
- Software unit-testing and bug-fixing

**Lead Developer**

3/2003 - 5/2005

**SuperNova Productions**

New York, NY

- CD-ROM and Web development with Lingo and ActionScript
- Develop interactive presentation engine with Director and Flash
- Create application architecture, documentation and prototypes
- Leverage Flash technology in Director and on mobile devices
- Evaluate software and techniques for increasing productivity
- Direct multimedia production and game development
- Foster teamwork, research and education

**Lingo Programmer / Multimedia Trainer**

1999 - 2001

**Motion Over Time**

New York, NY

- Developed Computer Based Training (CBT) CD-ROMs for Berlitz and Canon
- Programmer, Media Doctor and Support Specialist for Berlitz Online English Placement Test and Pepsi Cola CBT CD-ROM
- Certified Instructor of Macromedia's Authorized Curriculum for: Macromedia Director 6-7, Flash 3-4, Dreamweaver 3, Fireworks 3
- Instructor and Course Developer for Strata Studio Pro 3D workshop
- Taught medium size classes and one-on-one training

**EXPERIENCE FREELANCE**

**Senior Lingo Programmer**

2002-2003

**Interactive Edge**

New York, NY

- Create new functionality and optimize existing code for interactive presentations
- Key resource for several Sales and Marketing CD-ROM projects
- Streamline integration of code on large scale projects

**Shockwave Developer**

2002

**vanDam.**

New York, NY

- Develop prototype system for viewing interactive 3D maps
- Incorporate existing data, graphic, and 3D assets
- Optimize 3D geometry and textures for best performance and quality
- Program UI, Camera Control and all other elements of the application

**Director Expert Presentation Consultant:  
ABC Primetime, ABC ESPN Sports, ABC Primetime**

**ADM Productions**

New York, NY

- Build and update presentation slides and animation for broadcast
- Operate graphics station for ABC's Live Event
- Manage production flow with operators, designers and directors

### **Flash ActionScript Consultant**

#### **Mesh Architectures**

New York, NY

- Troubleshoot loading of dynamic content
- Consult on the best method and execution for loading movies in a large Flash based web site [tribecafilmfestival.org](http://tribecafilmfestival.org)

### **Shockwave3D Developer**

#### **Pedestrian Public Art Project**

New York, NY

- Design and program Interactive Shockwave3D Demo for the [pedestrianweb.org](http://pedestrianweb.org) web site
- Write code to control the creation and automation of multiple biped figures in a 3D scene
- Develop environment, and coordinate bipeds in the scene by creating an efficient collision detection and obstacle avoidance system

### **Shockwave Programmer**

2000-2002

#### **Global Education Network**

New York, NY

- Create prototype upon which all GEN lectures are built
- Design and program Shockwave "Lecture Player" and system
- Synchronize Flash, QuickTime, RealVideo, Shockwave3D and subtitle text into a single dynamic multimedia application
- Technical Support and Direction for producers, designers, and asset creators for optimizing playback, bandwidth and synchronizing animations with video soundtrack
- Integrate user interface with XML database and media resources
- Develop 3D animations for Shockwave with 3DStudio Max and Lingo
- Automate process event and error tracking within player
- Create subtitle tool to aid production in performing the repetitive task of integrating transcript text documents

### **Tech Editor 'Real-Time Interactive 3D Games: Creating 3D Games in Macromedia Director' by Allen Partridge**

2001

#### **Sams Publishing**

New York, NY

- Check technical accuracy of chapters as they are written and revised
- Test functionality of example files and code with author's description
- Give general feedback on the content of each chapter

### **Expert Tutorial 'Flash 5 Bible' by Robert Reinhardt, Jon Warren Lentz**

#### **Wiley Publishing**

New York, NY

- Author Expert Tutorial 'Using .SWF files in Macromedia Director'
- Introduce the concepts of Flash cartoon characters as avatars in a Director movie
- Instruction and sample code demonstrating advanced animation techniques

## **SPEAKING**

**Conference Session Speaker:  
Advanced Lingo Techniques with Director MX**

2003

**Macromedia MAX 2003**

Salt Lake City, UT

- Imaging Lingo, Flash Objects and Object Oriented Programming (OOP)

**EDUCATION**

**The School of Visual Arts**

9/1994- 6/1996

Majored in Computer Art, Illustration and Cartooning

New York, NY

**ADDITIONAL INFORMATION**

**LINKS**

- Website <http://www.robwalch.com>
- Twitter [@robwalch](#)

**LANGUAGES**

- English
- French (second language, fluent conversational)

**REFERENCES**

Professional references will be provided upon request