



# James Moore

## Creative Technologist

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### Objective

I have 20 years' experience architecting and developing award winning software in automotive, retail, entertainment and enterprise. I am looking for a challenging and creative place to make brands and products come to life. My passion is mixing the physical and digital to amaze and awe users so they have an emotional connection with the brand.

### Awards/ Triumphs

#### **SOCAL AWARDS** 2014

##### *Best Digital Sales Tool*

The FivePoints Pavilion Park project consisted of four experiences that provide direction and generate excitement, using hardware and software that feels right at home.

#### **DIGITAL SCREENMEDIA ASSOCIATION** 2013

##### *Best Digital Out-of-Home Campaign Deployment, Self-Service/Interactive Kiosks*

Subaru's "Choose Your Own Subaru Adventure" was a project that allowed people to use proprietary green screen technology to place themselves within an exciting background with a Subaru vehicle and allowed them to place virtual props within their own adventure.

#### **FORD FOCUS ELECTRIC CAR PROTOTYPE** 2011

##### *CES Ford Keynote*

Developed and built a fully-functional HMI for Ford's first electric vehicle prototype two years before the car was in production. The car was the show piece for the Ford's CES keynote and NAIAS Auto Show.

#### **MICROSOFT AIR (ARTIST IN RESIDENCE)** 2007

##### *Best in Show*

Took part in week long competition on the Microsoft Redmond campus between nine other digital agencies. The teams consisted of one designer and one developer with the goal of creating the best Silverlight application.

### Skills

**Programming:** Microsoft .NET C#, C++, Kinect, Surface, Silverlight, ASP.NET MVC, WPF, HTML, CSS, JavaScript, REST API

**Interactive Platforms:** Intel OpenCV, Arduino, Cinder, Raspberry Pi, OpenFrameworks

**Cloud Platforms:** Amazon Web Services (AWS), Microsoft Azure

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## Experience

**THE INDUSTRIOUS** - AUSTIN, TX 2015 - Present

*Technical Director/Co-Founder*

- Led the development of touch, vision and gesture based experiences
- Took part in the design ideation process for all projects
- Architected and developed CMS driven digital signage framework using openFrameworks
- Headed the innovation lab which developed prototypes using conductive paint, water vapor display, and producing an emotion based analytics engine

**Key Clients: AT&T, Delphi, Lego, Warner Brothers Entertainment**

**EWI WORLDWIDE** - AUSTIN, TX 2011 - 2015

*Director of Technology*

- Managed designers, developers, project managers and support for the Digital Engagements Division
- Architected, developed and deployed interactive experience for live spaces, retail, and museums
- Directed selection of platform, technology and hardware
- Scoped time and materials for all Statements of Work
- Created custom hardware for a variety of projects using Arduino and Raspberry Pi

**Key Clients: Amazon, AT&T, FivePoints, KIA, La-Z-Boy, Subaru**

**RAZORFISH** - AUSTIN, TX 2006 - 2011

*Principal Developer*

- Set department and engineering best practices
- Worked as a member of a innovative development/design team called Emerging Experiences
- Conducted many internal development workshops on new and emerging technologies
- Mentored junior developers on technologies and standards

**Key Clients: Audi, Dell, Delta, Ford, Home Depot, Microsoft**

**TYLER TECHNOLOGIES** - PLANO, TX 1998 - 2006

*Technical Architect*

- Key member of the initial team that wrote the Odyssey Case Management which was a cutting edge HTML based application
- Developed on all tiers of the Odyssey platform including MS SQL, web services, HTML and scripting
- Responsible for architecting and implementing the Security, Document Management, and Forms Processing Infrastructure

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## Education

**LOUISIANA STATE UNIVERSITY** - BATON ROUGE, LA 1998

*Bachelor in Computer Engineering*

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