

DAYVID JONES

dayvid@dayvid.com www.dayvid.com

PROFILE

I'm a producer, game and UX designer, creative director, developer and mentor. I have 16 years of experience building casual games, serious games, kids content, and other types of applications. My experience and skills also include general app development and UX design.

My diverse hands on skills and experience make me a very effective producer, UX and game designer, and developer. I have experience with and an understanding of many phases of the development cycle including: concepts, proposals, game design docs, UX flows, mood boards, storyboards, budgets, UMLs, game balancing (compulsion loop, intermittent gratification, consumables, metrics sheets, progression, item rarity distribution, random loot, actions per level, pricing curve, experience curve, talent trees, etc.), user testing, launching and support.

I'm an instructor at The Academy of Art in San Francisco teaching OOP, storytelling, mobile development, UX, game development and game design.

My creative and technical skills allow me to build rapid prototypes while UX and game designing. Because I understand the development behind building a game or app, I know what's simple and what's challenging and can accurately design within a given scope.

I produce, write, project manage, prototype, design, animate and program. I'm a leader, mentor and collaborator. I'm a huge creative and technical asset to any team.

I also compose music loops and create sound FX, and have produced and engineered live audio and video streaming events.

My development specialties: steering behavior (flocking behavior), path finding, isometric projection, 2d physics, OOP, code composition, creating easy to use APIs and reusable and portable frameworks.

Clients include: MTV, AddictingGames, SparkTop.org, Schwab Learning, EA, Hasbro, TNT, TechTV, Stanford, UC Berkeley, Grace Cathedral and GreatSchools.

Programmer:

ActionScript – PureMVC, Starling, Citrus, GreenSock, Away3D, IN2AR
Haxe – OpenFL, Flambe
JavaScript – JQuery, CreateJS
HTML5
CSS3
Unity3D C#

ONLINE BIO & PORTFOLIO

<http://www.dayvid.com/bio>

GAMES

<http://www.dayvid.com/games>

OPEN FRAMEWORKS

<http://www.dorkbots.com/repositories>

EXPERIENCE

**FLASH ANIMATOR, DESIGNER, DEVELOPER - CONTRACT
WATCHWITH – SAN FRANCISCO, CA — JUNE 2014 - PRESENT**

Helping to productize a framework and creation pipeline for creating interactive objects that overlay video streams of content from big name media companies.

**GAME DESIGNER AND GAME DEVELOPER - CONTRACT
IXONOS – SAN FRANCISCO, CA — MAR 2014 - PRESENT**

Lead Unity 3D developer and game designer. Working on projects that demo emerging technology from big companies.

**FLEX & ACTIONSCRIPT DEVELOPER - CONTRACT
VYEW – BERKELEY, CA — MAR 2014 - PRESENT**

Adding features and fixing bugs for Vyew's award winning team meeting and sharing product.

**GAME DESIGNER - CONTRACT
VISCIRA – SAN FRANCISCO, CA — OCT - DEC 2013**

Created game ideas and game design documents of a serious game for Viscira's client. It was a short term contract.

**PRODUCER, GAME DESIGNER AND FLASH DEVELOPER
KNOWLEDGE NATION INC. – SAN FRANCISCO, CA — MAY – NOV 2013**

KNeoWorld is a site and mobile app for kids, focusing on learning through play. I was a producer and project manager. I wrote the world's origin story and blocked the layout for the comic book. And I contributed to game design, content and balancing of the world's economy. I developed the HTML5 animated splash screen, and developed the framework for the app and flash components for the web site. The framework allows for multiple developers to work on individual components. These components can function standalone or inside the hub. The hub is iOS compatible; it loads SWFs into the parent's domain. My framework allows multiple developers to develop content for the app for both mobile app and PC browser distribution.

**PRODUCER, GAME DESIGNER AND LEAD DEVELOPER
TOOLWIRE - PLEASANTON, CA — APR 2012 – JUL 2013**

Worked with higher education institutions to design serious games that fit their goals. Produce projects, game design, manage developers and the production process. Build prototypes, create game design docs, storyboards and rough mockups. Architect Flash components and Flash runtime engines. Create serious games for a NSF funded engineering game with Auburn University's School of Engineering. <http://prn.to/ODQhcD>

**GAME PRODUCER/DESIGNER/DEVELOPER
MTV-NETWORKS (ADDICTING GAMES) - SAN FRANCISCO, CA — APR
2008 – MAR 2012**

My company Disco Blimp was hired to produce, game design and develop games for Addicting-Games.com. The games have millions of plays and still growing! I wrote game proposals, made pitches, wrote game design docs, feature lists, created budgets and bids. I Managed and produced the entire life cycle of projects.

**INSTRUCTOR
ACADEMY OF ART UNIVERSITY - SAN FRANCISCO, CA — FEB 2010 -
PRESENT**

At the Academy of Art in San Francisco I teach for both The School of Game Design, and for The Graduate School of Web Design and New Media. My courses have covered UI and UX, game design,

Unity 3D, C#, Haxe, Flash game development, advanced ActionScript 3 and OOP, HTML5, CSS3, JavaScript and JQuery, and Flash mobile app development.

GAME PRODUCER AND DESIGNER

GREEN BEN INC - BAY AREA, CA — JAN 2010 – MAR 2011

Producer and contributing game designer for GreenBen's Facebook game. Hired and managed a team of Flash developers.

FLASH DEVELOPER

GREATSCHOOLS - SAN FRANCISCO, CA — JUN 2009 – FEB 2011

Designed and developed a player that controls and plays swfs and video. The content, swfs or video, are lessons for parents. I built a framework for the content player allowing communication between the content swfs and the player. Assisted in managing third party content vendors. Developed a framework for facilitating content creation for the player.

GAME DESIGNER/ FLASH DEVELOPER

REDISTUDIOS - BAY AREA, CA — JAN 2008 – FEB 2011

Contracted to game design and develop casual games for companies such as TNT, Hasbro and EA.

CASUAL GAME CONSULTANT

UC BERKELEY - NEUROSCIENCE AND CLINICAL REHABILITATION - BERKELEY, CA — SEP 2010 – JAN 2011

A team of neuroscientists and clinical rehabilitation specialists, designing and implementing innovative 'game-based' training tools to improve cognitive functioning in individuals who have suffered brain injury. Sponsored by the US government. I help architect game development and game design.

LEAD FLASH DEVELOPER, GAME DESIGNER, PROJECT MANAGER

WATERCOOLER INC (NOW KABAM) - MOUNTAIN VIEW, CA — DEC 2009 – FEB 2010

Hired as a consultant to lead the Flash development of Watercooler's new social game. Managed and hired Flash developers and contributed to game design.

DESIGNER AND DEVELOPER

LUCID DESIGN GROUP - OAKLAND, CA — AUG 2008 – FEB 2009

Worked on a Facebook app that displayed a client's realtime energy usage to build a small online community around energy consumption. Hook your office or school up now! www.luciddg.com

PRODUCER AND FLASH DEVELOPER

ZOOKAZOO - PALO ALTO, CA — JAN – AUG 2008

CONTRACTED TO MANAGE AND DEVELOP A VIDEO SHARING APP AND VARIOUS CREATE TOOLS SUCH AS A PAINT TOOL. DEVELOPED CREATE TOOLS. HIRED AND MANAGED BACK-END DEVELOPMENT. WWW.ZOOKAZOO.COM IS A VERY FUN VIRTUAL WORLD FOR KIDS. CHECK OUT GRAFIX LAB: [HTTP://WWW.DAYVID.COM/GAMES/GRAFIX/](http://WWW.DAYVID.COM/GAMES/GRAFIX/)

LEAD FLASH DEVELOPER AND PRODUCER

SCHWAB FOUNDATION (SPARKTOP.ORG) - SAN MATEO, CA — FEB 2002 – JUN 2007

Built online kids community applications, games, and create tools allowing kids to create and share their own content. Produced, game designed, art designed, animated and programmed. Managed outside developers. Composed original music loops and sound FX. Implemented and monitored user

analytics including funneling of campaigns and usability tracking. It's a super fun kid community site focusing on learning disabilities, check it out and go play: www.sparktop.org

DOCENT

THE MARINE MAMMAL CENTER - MARIN, CA — AUG 2002 - AUG 2005

Volunteered at the Marine Mammal Center's location in the Marin Headlands. Greeted visitors and answered questions about the facility and about marine mammals including cetaceans, pinnipeds and sea otters.

MULTIMEDIA DESIGNER & HEAD AUDIO ENGINEER

GRACE CATHEDRAL - SAN FRANCISCO, CA — APR 1998 - FEB 2002

Trained, hired and managed audio engineers. Worked full time, then continued as a contractor. Multimedia designer building media portals, web interviews and stories. Edited audio and video pieces for the web. Audio engineer for live webcast events with renowned guests including Jane Goodall, The Dalai Lama, Vince Guaraldi, and Garrison Keillor.

FLASH AND MULTIMEDIA ARTIST AND DEVELOPER

TECHTV - SAN FRANCISCO, CA — 2000-2001

Designed and built web pages, Flash interfaces and Flash animation. Implemented convergence media, interactive TV, wink, and streaming media. Built QuickTime portals and interfaces using Flash and LiveStage.

MULTIMEDIA DESIGNER, DEVELOPER AND MANAGER

STANFORD'S SCPD/SMW - PALO ALTO, CA — 1999-2000

Designed and built Flash and HTML sites for departments at Stanford University. Project managed, supervised and trained web production artist. Taught intro to HTML and web page development for Stanford's extended education classes.

WEBSITE DESIGNER AND DEVELOPER

GAMASUTRA - SAN FRANCISCO, CA — 1999

Designed and developed landing pages and websites. Photographer for Bay Area gaming conventions.

DIRECTOR OF VIDEOGRAPHY

HIP-HOP DOCUMENTARY - SF BAY AREA, CA — 1997

A colorful 30-minute documentary about the three elements of Hip-hop; rap, graffiti art, and dancing.

HEAD LIFE GUARD AND SWIM COACH

VARIOUS POOLS - PORTLAND, OR. AND SAN FRANCISCO, CA. — 1987-2000

Responsible for testing, training and managing other guards. Made many rescues, performed CPR and saved lives. Required to make quick decisions under pressure.

UNITED STATES COAST GUARD

ALAMEDA, CA — 1989-1992

Served aboard 378-foot ship. Later served at the medical center, responsible for several enlisted men and women.

**PRODUCER - WRITER - DIRECTOR - TALENT
J-TV - PORTLAND, OR — 1985-1988**

A weekly thirty minute magazine show dealing with teen issues and viewed in Portland public school classrooms. I won a Northwest Film and Video award for a feature about a new public transit system in Portland. The five-minute feature was showcased in the media museum at Portland State University. Also directed a one-hour live studio production "Home-Work Hotline" aired twice a week. Two teachers on two different marker boards would walk thru homework problems asked by callers.

AWARDS

*Parents' Choice Awards - 2004, 2005, 2006

*Flashforward - Best Educational Website, Flashforward and Flash Film Festival, 2005

*The Webby Awards - The Best of the Web, 2005 and 2006

EDUCATION

*San Francisco State University — BA in Broadcast and Electronic Arts

*Active Duty in the United States Coast Guard

*Jefferson Performing Arts High School, Portland, Ore.