

# GREG CONNELL

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## OBJECTIVE:

To apply my programming & design skills, to advance an organization leading the trends in interactive marketing, and to keep my expertise ahead of the bleeding edge of technology. I am most interested in crafting cross-device data-driven experiences.

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## SKILLS:

- Android / iPhone Web App Development  
*2 years experience*
  - jQuery JavaScript Library  
*2 years experience*
  - PHP, MySQL, some Apache mod\_rewrite  
*5 years experience*
  - HTML5 Strict / Transitional, cross-device-compliant CSS  
*10 years experience*
  - Facebook Graph API, Connect, Canvas Apps, FBML, widgets  
*4 years experience*
  - Twitter Phirehose  
*6 months experience*
  - Flash AS3/2, Flash Builder, FDT, Flex 4, and a lot of integrating them all  
*8 years experience*
  - Objective C for iPhone Cocoa  
*3-6 months introduction*
  - OOP, MVC, Cairngorm design patterns  
*always searching for the fastest, most flexible, and full-featured way to code*
  - SVN Management and SVN-client-wrangling
  - various project-management / tracking / wiki / blog software
  - Movie special effects with Maya for 5 years before I made the jump to web programming
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## EXPERIENCE:

### Petrol Advertising

Advertising Agency: <http://www.petrolad.com/>

*Senior Developer*

March 2009 -- July 2011

### PROJECTS:

### RIOT GAMES LOBBY MONITORS

*project still under NDA*

- AS3 project to display real-time, in-game statistics from their game network in their lobby
- Consisted of a World Map with active user locations, a Forum Feed, and an In-Game Achievements Detail.
- Managed database architecture on Riot's side
- Wrote all of the infrastructure for connecting Flash Apps to the backend in a near real-time fashion
- Wrote all the dynamic animation routines necessary to reflect state

## **SONY PLAYSTATION MOBILE SITE**

*project still under NDA*

- A redesign for mobile devices of <http://us.playstation.com/>
- Built an HTML/jQuery solution, Android/iPhone compatible
- Major challenge was to create horizontal-swiping HTML menus that functioned without swiping the page
- Also wrote a jQuery lazy-loader for image content to reduce the page load sizes
- Extremely detail-oriented project: corporate spec, as well as the templates would later be re-engineered with real data...the front-end UI needed to survive that surgery

## **MXvsATV MOBILE SITE**

*project still under NDA*

- Android/iPhone compatible HTML
- Animated menus, accordion UI, breadcrumbs

## **TOMB RAIDER TEASER SITE -- <http://www.tombraider.com/>**

- HTML site intended to be mobile accessible

## **FALKEN TIRE -- <http://www.falkenfanatic.com/>**

*Falken Fanatic site is an endeavor designed to create a sense of community around Falken's racing, offroading, and gorgeous models*

- Followed the lead of another developer
- Built this as a custom HTML blog with a robust CMS
- Features included video uploading/processing via PHP, image uploading, galleries, threads/topics/comments management, and sweepstakes

## **THE CRAZIES MOVIE -- [Battlemail Facebook Game](#)**

- Viral initiative targeting facebook users
- A glorified rock-paper-scissors game where a user chooses a series of 10 zombie killing-techniques
- Their friends are invited via Facebook to defend themselves by choosing their 10 defenses
- Then we filmed all possible combinations, and the user gets to watch a video play out to reveal the winner

## **NOX AUDIO -- <http://www.nox-audio.com/Simulator>**

- Nice little Flash piece to show-off their flagship headphones

## **FIDM DIGITAL ARTS -- <http://www.fidmdigitalarts.com/>**

- 1 of 3 developers built out this full Flash experience, data XML-driven

## **HOUSE OF REVENJ -- <http://www.houseofrevenj.com/>**

- Flash E-Commerce site
- Built on the Magento software

## **THE CONDUIT -- <http://www.seeing-is-deceiving.com/>**

- A GigaPan-style application for the web
- Challenge was to stage the load of an image with a resolution exceeding 100,000px in width.

## **UDRAW SITE -- [UDraw Tablet](#)**

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## Heavenspot

Design Agency: <http://www.heavenspot.com/>

### Developer

August 2007 -- February 2009

### PROJECTS:

#### **ADOBE CS3 BRILLIANT SITE**

*No longer online*

- Flash experience with modular vignettes from studios promoting CS3

#### **DEMAND MEDIA CORPORATE SITE**

*No longer online*

- HTML site with dynamic breadcrumb utility to work with the CMS
- Built a back-end manager for dynamically handling site links
- Built all of the News/Press front-end functionality, sharing, rss, pagination, etc

#### **CREATA**

- Built the Flash game and engine [Polar Passage](#)

#### **NEWLINE CINEMA - HAROLD & KUMAR 2 FACEBOOK "Bottomless Party" APP**

*Unsupported and broken as of FB's new profile rollout*

- Flash app prompted users to upload photos and place them on a nude-bottomed model
- Full Facebook integration with voting, points, and wall posts

#### **XM RADIO - XM BASEBALL FACEBOOK "Bobblehead" APP**

*Unsupported and broken as of FB's new profile rollout*

- Flash app prompted users to upload photos and place them on a bobbly Pro Baseball anim
- Full Facebook integration with voting, points, and wall posts

#### **REDBULL, Shaun White**

*No longer online*

- Integrated a Flex app with WordPress API as a backend CMS

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## Panjea

Start up video-sharing company: <http://www.panjea.com/>

### Chief Architect

February 2007 - August 2007

### PROJECT:

<http://www.panjea.com/builder/>

- 1 of 2 front-end developers
- Built a Flex app for conglomerating and sharing "channels" of internet video from many sources, including YouTube, Google, MySpaceTV, MetaCafe, etc

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## Happy Love Design

<http://www.happylovedesign.com/>

*Owner*

June 2004 - February 2007

PROJECTS:

Many, many projects...please browse the website 'Project History'

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## Rhythm & Hues

Movie special effects: <http://www.rhythm.com/>

*Technical Director, Lighter*

August 2003 - May 2004

PROJECTS:

Garfield -- <http://www.imdb.com/title/tt0356634/>

- used proprietary software to light and render Garfield

Scooby Doo II -- <http://www.imdb.com/title/tt0331632/>

- same job

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## The Karate Dog

<http://www.imdb.com/title/tt0270882/>

*Technical Director, 3D Hair programmer*

January 2001 - January 2002

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## Kung Pow: Enter the Fist

<http://www.imdb.com/media/rm962369792/tt0240468>

*Technical Director, modeling, texturing, hair, lighting*

March 2000 - December 2000

I and several others did that whole kung-fu cow sequence

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## South Park, Movie

<http://www.imdb.com/title/tt0158983/>

*Technical Director*

January 1999 - June 1999

Scissors and construction-paper development -- jk, Alias Wavefront 3D

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## Parkin Design

Print design studio with clients like LA Philharmonic, EMI Music, etc

*Assistent Designer*

January 1996 - November 1998

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**EDUCATION:****Art Center College of Design**

<http://www.artcenter.edu/>

*Computer Graphics & Illustration*

January 1996 - November 1998

**Northern Michigan University**

<http://www.nmu.edu/>

*Undergraduate studies*

September 1994 - December 1995