

Geoffrey Davis

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Experience **Freelance - MTV Networks, Eveo, Fluid**

Senior Flash & Flex Developer (April 2010 - Present)

Wrote code for MTV Network's Flash-based SDK used by game developers, which provided developers with back-end services such as saving game state, highscores, and player information. Wrote FlexUnit integration tests for testing asynchronous back-end services. Wrote Ant scripts to automate Flash builds and ASDoc code documentation. For SF ad agency Eveo, created ActionScript code library for tracking user interactions in Flex apps running on tradeshow kiosks. Made extensive use of PureMVC framework. Built Flex apps to project specs starting from Photoshop comps and wireframes. Worked in highly collaborative environment with multiple developers, art directors and QA personnel. Used Maven for automated builds.

Gaga Sports Inc

Flex Developer (March 2008 - April 2010)

Solely responsible for creating and maintaining Flex-based SWF widgets for company's sports team clients, including L.A. Lakers and Utah Jazz. Widgets interacted with Java back-end through BlazeDS remote services to retrieve content and track user interaction. Wrote custom ActionScript class library shared across all widgets, designed for extension and reusability. Widgets used HTML wrapper to obtain team ID, then dynamically skinned themselves with content from database, allowing a single SWF file to be used across all teams. Widgets stored and managed user account information and login status in Flash Player LSOs on user's machine. Widgets could be shared by user on social network platforms such as Facebook, MySpace and iGoogle.

Freelance - Ogilvy, McCann, Cyworld, Questus, Modem Media, 17FEET

Developer & Production Artist (November 2006 - February 2008)

Created banner ads and microsites for multiple ad agencies. While at Questus, was part of development team for Verizon's Flash-based Surround microsite. Integrated ActionScript with XML and Javascript for communication with cookies and databases. Created a simple 3D engine in ActionScript for controlling animation of graphical elements in Hewlett-Packard banner ads. Developed Flash-based app for Cyworld, a social networking site, allowing users to customize personal avatars in a friendly, intuitive manner.

Charles Schwab - Creative Services

Contractor - Interactive Developer & Production Artist (October 2005 - October 2006)

Developed various in-house Web-based apps using PHP & MySQL, including an app used to manage Schwab's form letters. Proposed and developed productivity-enhancement scripts using PHP, Perl and AppleScript. Also wrote custom PHP scripts for converting XSD schemas to XML. Produced banner ads, jump pages, and other collateral using Photoshop and Flash.

By Design Legal Graphics

Designer (August 2004 - September 2005)

Designed litigation graphics for attorneys for courtroom presentations, using Illustrator, Photoshop and Flash. Designed and produced interactive animations, illustrations, timelines, tables, charts, and other graphics for a wide variety of cases. End clients included Sony, Oracle, Applied Materials, and Novellus. Developed AppleScript applets for Mac OS X to automate batch processing of graphics files.

Freelance - Independent Contractor

Designer & Developer (August 2000 - August 2004)

Designed and produced litigation graphics for various agencies. Built a dynamic PHP-based e-commerce site from the ground up for Webster Buchanan Research, an HR analysis firm. Produced Flash banner ads for advertising agencies Grey Direct and Publicis Dialog. Taught classes in Photoshop and Illustrator for HighSoft, an Adobe software reseller.

Personal Projects

NK News - Database of North Korean Propaganda

www.nk-news.net (Spring 2005)

Using PHP, MySQL, HTML, CSS & Javascript, created a satirical website that collected North Korean state propaganda into a searchable database. Site received widespread media coverage, including articles in *Reuters International*, the *Korea Times*, and the Asian version of *Time* magazine, as well as a national television interview for MS/NBC's *The Situation with Carlson Tucker*. Site has been praised by journalists, scholars, bloggers and think-tank pundits as a valuable resource of information.

Colored Leaves - Online Image Colorizer

www.geoffsdavis/colorizer/colored_leaves.php (June 2010)

Created a Flex app that colorized publicity shots of the Nissan Leaf (the first mass-market electric auto) by manipulating pixel data with advanced ActionScript classes such as ColorMatrixFilter. Users could view the car in just about any color imaginable through Photoshop-like HSB sliders (Hue, Saturation, Brightness). Users could also download dynamically rendered images as JPEGs. All user interaction was tracked in a MySQL database. This app drew hundred of users in the first days after launch, and was featured on Autoblog Green, a prominent clean-energy car blog.

Skill Set

Applications

- Flash/Flex
- Eclipse
- Photoshop
- Illustrator

Languages (OOP where applicable)

- ActionScript 2.0 & 3.0
- Javascript (some AJAX)
- HTML
- CSS
- PHP
- MySQL
- XML
- AppleScript

Platforms

- Macintosh
- Windows
- UNIX

Workflow Tools

- JIRA
- SVN
- Apache Ant
- Maven

Methodologies

- Agile
- Scrum

Education

DeAnza Community College

Certificate of Proficiency - Animation
June 1998 - June 2000

University of California, Santa Cruz

B.A. Literature
September 1992 - June 1996