

Danii Oliver,
Creative Technologist
UI UX Art Director & Senior Interactive
Mobile Developer

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AWARDS

American GD Web Award 2011
American GD Logo, Web, Newsletter and Invite Awards 2012
PCH "Lucky Diamonds Casino" Game Developer Accomplishment, 2013

SUMMARY

Ten years Design and Development experience leveraging old & new technologies for Interactive, creative, user focused applications and advertising/marketing campaigns. As technology and the internet have improved including the introduction of social media I have been aiding my clients in the pursuit of becoming more digital & staying relevant. With a strong background in design, commercial, fine arts & coding; my passion for design and development have aided in my ability to bridge the gap between designers, clients and the execution of their ideas with technology.

Often brought on for one need I have filled many gaps related to the acclimation of digital in print & application environments, consulting with clients, training staff members and leading small teams of 2-4 people. I conduct UX tests at both live events and in controlled environments along with cross browser and cross platform UI tests to ensure the best technologies and practices are always being utilized. Many refer to and see what I bring to the table as coding the "Matrix" understanding both the beauty that can be created and seeing the code behind it.

I am focused on building Interactive Experiences via Video, Motion Graphics, 3D Projection Mapping, Holographics, AR, Multi-touch surfaces - Kiosks, Mobile, Tablet, Touchscreen. I am certified in Motion Graphics, video platform setup, Cinema 4D, After Effects and Illustrator for use in conjunction with video platforms.

EXPERIENCE

Creative Designer & Senior Developer
Damn Digital Studio

(January 2011 – November 2014)

Execute contracts for clients needing mobile optimization, digital design, digital animation, application development, web production, video production and marketing & advertising campaigns.

Consult, design, develop and train with the following technologies, frameworks, software and platforms: Actionscript 3.0, Robotlegs, Android, iOS, Nook, CSS3, HTML 5, JavaScript, Require JS, Backbone, Node, MAMP, PHP, MySQL, CMS, IA/UI/UX, Mobile, Geo-targeting, Social integration, XML, RSS, Cross browser compatibility, Flash, Photoshop, Illustrator, Visio, AfterEffects, Premiere Pro, AutoCAD, etc.

Clients have included:

Game Developer
Publisher's Clearing House

(November 2012 – November 2014)

Within an agile environment, I utilized ActionScript 3.0, Robotlegs MVC design pattern, HTML 5, Javascript with Require JS, Backbone/Node, CSS3 and PixiJS to build and launch Publisher's Clearing House's first set of fully interactive casino themed sweepstakes games. [Lucky Diamonds Casino](#), [PCHBlackjack](#), [PCHCasino](#) and [PCHSlots](#) are the sites created and launched with minimal to deeply engaging UX and interaction. Integrated both video and banner ad platforms via JS and External Interface working with ad platforms such as Optimactic and Media Brix. Worked with Joomla CMS, and SVN for all sites. Edited, created and updated various artwork and design layouts with the Adobe Creative Suite.

Creative Senior Developer
The New York Times

(March 2012 – September 2012)

Utilized OSMF and FMS to build custom media players for site streaming video content. Consulted on new technologies for **Mobile, Email, HTML 5, CSS3, Javascript** and **Web Video** integrating best practices for Email, UI/UX/IA, Mobile Cross Browser compatibility and interactive banner ads. Built new landing site nytimes.com/exeripence (no longer a live campaign) and nytfilmclub.com. Consulted with clients & project owners on new development & scripting technologies for the advancement of the digital marketing at the Times. Trained staff members in new technologies, leveraging the technologies of HTML 5, JavaScript, CSS3, ActionScript 3 & 2, PHP, XML, RSS, MySQL, SVN, SSH, GeoTargeting, Mobile Optimization.

Creative Technologist - Developer
SportsCipher.com

(March 2011 – September 2012)

Digital sports network senior creative and developer integrating sports content creation, web video content into a digital publication. Lead team members and interns.

Creative Director - Application Developer
Nick Versus

(November 2011 – March 2012)

Created an episode based storybook application “Nick Versus” children’s app; leading creative team in script storyboard & illustration development along with programming the application for use on Android and iOS devices. Two (2) applications have been released to the Google Play market in 2012, “*Nick Versus the Dark*” & “*Nick Versus Music* version 1”

Lead Creative &S Application Developer
Creative Shields - Digital Coloring Book Application

(December 2011 - January 2012)

Designed and Developed a coloring book application it’s UI for Android, IOS, Kindle and Nook devices.

Front End Web Developer
Iris Nation Worldwide -for Cepacol.com

(October 2011)

Developed interactive functionality & animations for Cepacol site redesign & HTML emails for Lysol Campaign.

Interactive Developer
Kitara Media

(March 2011 – May 2011)

Actionscript advisor for the development of in house games and advertising integration. Worked heavily with OOP Actionsript 3.0 and JavaScript, AS2 & AS2 translations. Integrated Video advertising modules for pre-roll, post-roll, overlay and bug advertisements. Assisted creative team with preparations for the development and launch of a brand new game to be integrated in the Facebook API & monetized with virtual currency through a third party and with Facebook’s virtual currency.

Flash Producer
Harrison & Starr

(April 2011)

Supported agency's need to meet deadlines for medical convention by assisting with editing application XML, Flash kiosk content, Illustrator designed graphs and graphics, for placement on large screens and iPads

Project Manager of Application Development
Centocor Ortho Biotech Inc.

(February 2011)

Developed a smart interactive slide presentation application in the Flex IDE to remove the arduous task of speakers having to hand select individual powerpoint slides for every single presentation. The desktop based RIA was built using Flex and Robotlegs pure MVC AS3 framework after building out a prototype for POF. I lead three team members -designer, developer, QA tester. Communicated user interface requirements to team members. Managed client expectations with timeline, daily development updates and weekly live or virtual demos

Animation Designer – Application Developer
Medical Knowledge Group

(December 2010 – January 2011)

Developed & animated touch screen tablet (iPad, tablet PCs) panels/pages for Boehringer Ingelheim Pharmaceutical in field sales reps, utilizing a custom MVC framework, Greensock and SFX for Skura APIs in the Actionsript 3.0

language.

Flash Application Developer (October 2010 – December 2010)
Vogel Farina a Grey Healthcare Company of WPP
–for Novartis Pharmaceuticals

Programmed multi-touch gaming application for use at Medical/Pharmaceutical conventions.

Flash Developer / Designer (October 2010)
Macy's.com

Assisted with asset layout & development of macys.com holiday 2010 E-Commerce website.

Front End Web Developer (September 2010 – June 2011)
Hanson Place Central

Design and Develop custom Wordpress CMS sites MiddyInspiration.info & HansonPlaceCentral.org.

Flash Developer / Designer UI/UX (June 2010 - October 2010)
DynamicLogic

Programmed Videolytics UI/UX an in video survey platform utilizing ActionScript, JavaScript, PHP & XML.

Designer & Marketing Strategist (March 2010 – April 2011)
Higher Levin Steel Orchestra

Band designer & marketing strategist.

Front Web Developer (May 2010 – June 2010)
Optical Society of America

Managed web tickets for multiple web properties. Front-end design & copy edits to old site then new site add ons.

Interactive Multimedia Designer / Programmer (February 2010 – April 2010)
Marcom Group

Air Force Civilian Service multi-touch screen recruitment kiosk and website development & video editing -
AFCSCareers.com

Actionscript 3.0 Animator (Spring 2009)
Battery Interactive

Animated banners & website landing pages for "Rebel Rose Costa Rica" brand and "Meg & Dia" campaigns.

Graphic Design Intern (September 2008 - January 2009)
Many Ads Inc.

Created multi-media branding communications: PowerPoint templates, Blog Site, Flash Website updates.

Graphic/Web Designer (January 2005 – December 2010)
Mass Designs Studio

Freelance Graphic designer and Technology consultant

EDUCATION

NYU SCPS, Motion Graphics and 3D

NYU Tisch ITP Camp Workshops 2010, 2011 New media, mobile, human focused interactive engineering

Baruch College, CUNY/BA - CUNY, Zicklin School of Business and Weisman School
Bachelor of Science, Graphic Communication, Marketing & Management.
Special Area: Art & Design, Programming and Internet Marketing

PORTFOLIO & REFERENCES

www.damndigitalstudio.com

www.daniioiver.info

www.massdesignsstudio.com

Applications available in mobile markets & via mobile web:

casino.pch.com

Nick Versus the Dark

Nick Versus Music

REFERENCES

Direct References available on request when offer made.

[Recommendations available here.](#)