

NAT WALES

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Mobile Software Developer

Accomplished and Innovative technologist with 15+ years of success crafting engaging digital experiences and interactive projects for known global brands. Project work includes full project lifecycles and leadership in building native iOS and cross platform mobile apps. Bring a high level of creative and technical execution to complex software projects with an eye for design and an intuitive sense for user experience.

Core competencies include:

Languages: Swift, Javascript, C#, Objective-C

Platforms: Native iOS, Cross Platform React Native, Unity 3D, Web App development

Tools and Frameworks: Redux, React-Navigation, Realm, Firebase, Sales Force OCCAPI, Core Bluetooth, ARKit, Xcode, Android Studio, Expo, and 3D programming and design. Third-party SDKS and API integration. Git, Agile/Scrum, App Store, and Google Play Store.

PROFESSIONAL EXPERIENCE

HILL HOLLIDAY, Boston, MA

2012 – 2020

Hill Holliday is a full-service marketing agency serving clients including: Novartis, BMW, Bank of America, and other Fortune 500s.

Senior Creative Technologist

Hired to a small team serving in a dual role as solo mobile app developer and creative labs. Continuously researched trends to conceive and build experimental prototypes and internal tools to advance capabilities and deliver unique, industry-first applications of emerging mobile technologies in support of well-known global brands. Contributed hands-on as lead developer in the planning, architecture, development, and maintenance of six native mobile apps, web-based product customizers, and experience-driven XR applications.

Project samples:

- **Party City App:** Led development and deployment of a complete react-native mobile app rebuild shipped to the iOS and Android app stores for critical Halloween rush. Architected app to support client objectives against realities of aggressive timelines and a small team. The app, built with Redux, included a new pilot program for in-store costume ordering, online shopping using Salesforce OCAPI, and an AR costume viewer.
- **Bank of America:** Solo mobile developer of a react-native, cross-platform app for testing new app features and computer vision capabilities for BofA's Better Money Habits campaign. Architected for performance and maximum availability, with an offline-first design that leveraged a bespoke syncing system to support a legacy REST API. Some features from this project appeared in the consumer banking app. Tools included Redux and Realm.
- **Bounce:** Led front-end development of native mobile iOS app for Ideapaint. Bounce was built to digitize whiteboards after the physical meeting was over and to continue a collaborative white-board session online. Using CoreImage and custom CIFilters, developed a system to detect, rectify, and filter whiteboard images from a wide range of shooting conditions. Worked with a self-hosted parse back-end to manage user accounts, invites, notifications, and digital annotations.
- **Dunkin VR:** Solo Unity developer on a VR and AR store design testing platform used to preview in-store point of purchase assets (signage) in a virtual setting. Led visual design and development through multiple iterations. The work coincided with Dunkin store rebranding and redesign and was well-received by the client, leading to further opportunities. Tools included: Unity3D, Maya, and Substance Painter.
- **Boston Public Garden App:** Tech lead and iOS developer on effort to rebrand and attract a new generation of visitors to Boston Public Garden with an interactive walking tour powered by iBeacon technology and built around a beautiful, hand-drawn map. Partnered with UX, client, and Boston parks department teams. Tools included: Objective-C, GImbal, Mapbox, AVFoundation, and CoreLocation.
- **Internal Labs:** Developed an early prototype of persistent AR using a custom solution that registered ARKit's 1.0 tracking to OpenCV markers to demonstrate to retail clients how AR could enhance user shopping experiences with in-store wayfinding and digital annotation of physical spaces.

THE BARBARIAN GROUP, Boston, MA

2002 – 2012

The Barbarian Group is a full-service creative ad agency specializing in digital. Founded in Boston in 2001.

Multimedia Designer, Senior Interactive Technologist

Joined as TBG's first hands-on employee and was a key player in their early award-winning work that set a standard of excellence and brought TBG from a bedroom startup to an industry leader with a global reputation. Primary responsibilities included: interactive Flash development, game design, animation, ideation, effort scoping, and researching new technologies.

[Demo Reel](#)

Project samples:

- [Tweet Wrap for Samsung](#): Tech lead for a web app that enabled users to select a pattern and have tweets of their choosing delivered on a sheet of wrapping paper. Recognized on the FWA and nominated for One Show and Webby's.
- [C40 Cities WebGL Infographic](#): Launched an interactive 3-D web app to communicate client's climate change efforts by showcasing eight clean-city alternatives in an animated 3-D infographic displayed natively in a web browser using WebGL. Optimized and exported 3-D assets in Cinema 4D and did front-end work with Three.js.

EDUCATION

Bachelor of Arts, New Media, Emerson College, Boston, MA