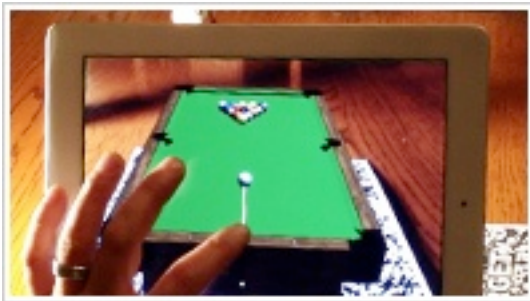


Nat Wales - work reel project notes listed in chronological order



C40 interactive WebGL info-graphic

An interactive 3D info-graphic for Bloomberg's c40 clean city initiative. Responsibilities included optimizing 3d assets in Cinema 4D, and front-end WebGL programming with the three.js library.



Mobile AR Game Demo

In my free time I have been doing a lot of work in Unity3D. This 3D billiards game was one of my first mobile projects. I used the game as a learning tool and as a proof of concept for some mobile Augmented Reality research I was involved with recently. I have the game running on IOS and Android devices and it's leveraging Qualcomm's Vuforia Augmented Reality SDK.



GE "Terminal Command"

This was a task management game created for the GE Show future flight episode to highlight GE's products and services in aircraft health and traffic management. Users must manage up to three busy airports dealing with maintenance, cargo and departure tasks. A standalone kiosk version of the game was also created for live competition at an air-show. Responsible for game programming. Built on the Robot Legs framework in AS3.



Samsung "TweetWrap"

I was the tech lead and one of two front end developers on this project for Samsung which allowed users to select a pattern and have tweets of their choosing delivered to them on a sheet wrapping paper. Since we were giving away a lot of the wrapping paper for free, security was a big challenge on this project. I worked with Giftskins, our fulfillment partner, to develop a tactic to prevent people from cheating the system and spoofing submissions for free wrapping paper. This was built on the Robotlegs framework in AS3.



Bluefin Fantasy Football Demo

This demo was built to help Bluefin Labs showcase their socialTV analytics technology to the NFL. Bluefin's tech was capable of analyzing live football games and dynamically breaking them down into individual plays in order to create a dataset of players, fantasy scores, and related social media. Working closely with the Bluefin team, I helped develop an API and then built an interactive video player using front end playlists and bluefin's data to create an app that allowed users to watch the weekly results of their fantasy football team as one continuous interactive video highlight reel. This project utilized a flash media server and was built on the PureMVC multicore framework using AS3.



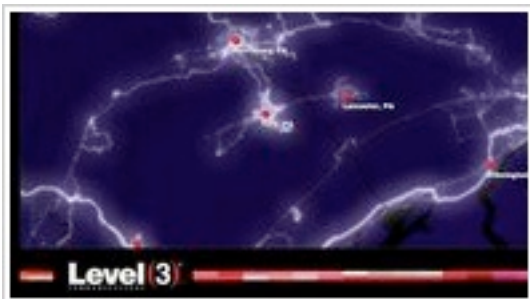
Redbull "SuperTime"

Lead game programmer on Five Second Fury style mini games for Redbull. AS3 project built with flash develop using PureMVC framework and Box2d physics library.



CNN Shirts V2

This project was a rebuild and redesign of cnn.com/shirts which allows users to order CNN headlines printed on T-shirts. This new version introduced the ability to search through and select past headlines, included a gallery of favorite shirts, and tightened up the process for displaying and ordering shirts online. This was built on the PureMVC multicore framework in AS3. I was responsible for front end development.



Level3 Interactive Network Map

Interactive network map for Level3 created from a large data set of their network lat/lon data. This was a massive undertaking which involved rendering out map tiles up to a 64X level of zoom. Used as B2B sales tool. Responsibilities included creative lead, design, and front end development.



Lego "Voya Nui Adventure"

The purpose of this game was to promote the new line of Inika characters to young fans of the Bionicle line of toys. Players must battle the evil Baraka and rescue Inika characters along the way. Each character rescued would unlock new skills, weapons, and All American Reject mp3s. Responsibilities include original game concept, working with lego liaison to ensure adherence to Bionicle story, game-play design, development and AI programming.



Frito Lay "Snack Match"

Fast paced puzzle-style game designed to teach users about the variety of flavors and natural ingredients in the new line of Flat Earth chips. The Game was also re-purposed in banner form for an online media buy. Responsible for animation and game development.



M&M's "Funski Runski"

Ski Game for M&M's online arcade. This was originally built for multiplayer races, but only the singer player time trial mode went live. Responsibilities included game-play design and programming.



Boston.com "Lobstah Bash"

Advergame to promote boston.com's 10th anniversary. A giant Lobster has escaped Boston Harbor and has stolen Boston.com's anniversary birthday cake. Through 3 levels of game play users must help Captain Scully protect the city from flaming birthday candles while catching falling presents for points. Responsibilities included game programming and sound design.



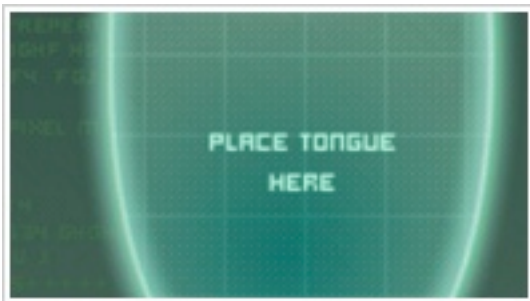
Redbull "Flugtag"

This was a simple, straight-forward game designed to inform people about Redbull's Flugtag events. Responsibilities were game-play, sound design and programming.



Virgin Mobile "Mimeulator"

A mime simulator or "mimeulator" to support Virgin Mobile's adopt a mime campaign and to help bring awareness to the plight of the modern day mime. The user must block out peoples taunt's mime-style before their self esteem is depleted. Somehow this all worked back the texting features of Virgin's Switchback phone. Responsibilities were creative lead, animation, sound design and development.



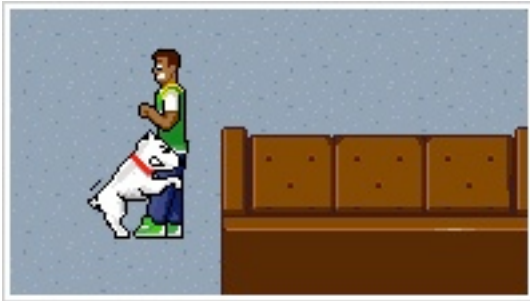
Milwaukee's Best Light Tongue Scan

TBG was tasked with addressing the issue of "taste and sociability" for Milwaukee's Best Light. A very short timeline and a small budget led us to a ridiculous concept - an online taste analyzer. The app would scans a user's tongue and, in a very scientific way, determine if Milwaukee's Best Light was a good match. Using a bit of witchcraft and a simple UI trick we were able to actually detect fairly accurately if a user had their tongue on the screen. Responsible for concept and execution.



Milwaukee's Best Light "Act Like a Man"

On the heels of TBG's success with the Subservient Chicken, Mother came to the Barbarian Group looking for a viral hit in support of their "Act Like a Man campaign" for MBL. I conceived, animated and built 4 mini games challenging users to live up to male stereotypes. "Lust for Bust" later renamed "Busted" created so much traffic it brought down Miller's servers and went on to become one of TBG's most successful advergames.



Gillette "House Call"

Advergame to sell TAG body spray to a younger male audience. Users must navigate through a house of lively characters in a quest to reach the hottie locked away in her bedroom. Easter eggs throughout the game were 'leaked' on forums to help drive interest. Responsibilities were creative lead, level design, sound design, and game programming.



MINIusa.com

This is an oldie, but a goodie from back when I worked at Circle.com. MINI was a huge undertaking and it was built in flash 4 which actually predates Actionscript. I'm still proud of the configurator which allowed users to visually build, price out and send their own MINI configuration to a dealer. MINIs are highly configurable with a wide variety of options so I built a system for managing all of the rules and pre-requisite options for each selection. I even built in a system for up-selling packages. The tool was originally meant to be a stop gap solution, but was so effective that it lasted for years and was adopted by most of the MINI dealerships. The original show reel for mini can be seen at <https://vimeo.com/9710462>