

Robert Walch
Web and Mobile Software Developer

<http://www.robwalch.com/>
rob@robwalch.com
[+1 \(707\) 925-2432](tel:+17079252432)

[Linked in profile](#)
[Download PDF](#)

Summary

iOS, Web, PHP and ActionScript developer. Project lead with extensive product and services experience.

Skills

- Client Side Programming: JavaScript, HTML/CSS, Flash/ActionScript, Objective-C
- Website Development: PHP, MySQL, LAMP, Google Analytics, Facebook SDKs, Twitter API, OAuth, WordPress Plugins, AJAX, JSON, REST, XML, mRSS
- Source Control and Managing Server/Hosting Admin: SVN, Git, Trac, JIRA, Basecamp, shell/CGI scripts
- Mobile Platforms and Browsers: iPhone, Android, WebKit and Blackberry browsers
- Open Source Software for Media Encoding and Streaming: ffmpeg, x264, mpeg-4 audio/video

Experience Full-Time

Web and Mobile Software Developer

2/2010 - 6/2011

Luxurious Animals

New York, NY

- Lead Developer on multiple website projects for clients such as HBO, TNT, CMT, Porsche, Esquire and Urban Daddy
- Architected Facebook Connect applications for client websites
- Developed HTML5 Mobile Website WebKit enabled browsers (iPhone, iPad, Android, WebOS)
- iOS app development and prototyping
- Setup and ran software versioning, website deployment, testing and bug tracking systems
- OpenGL optimization and programming for 2010 Esquire House real-time 3D installation

Product Development Manager

7/2007 - 10/2009

MTV Networks, Global Digital Media Group

New York, NY

- Responsible for mobile product development from concept to delivery
- Define functional specs, content requirements, information architecture and interaction design
- Build and deploy applications to the App Store with iTunes Connect
- Flash and ActionScript development for websites, on-air and mobile prototypes
- Work with multiple brands, technology teams and vendors (MTV, VH1, Comedy Central, Nickelodeon)

Senior Client-Side Developer

5/2005 - 7/2007

Vetro Corp.

New York, NY

- UI design and development for J2ME phones, BlackBerry, and Windows Mobile
- Translate business logic and functional requirements into elegant and usable

interface designs

- Create database schemas and xml messaging specs for wireless devices and adapters
- Implement advanced features such as GPS tracking, Bluetooth barcode scanning and printing using device APIs and peripheral socket connection protocols
- Code client-side portion of wireless applications in J2ME, C++, XML, XPATH and Java-based scripting language

Lead Developer

3/2003 - 5/2005

SuperNova Productions

New York, NY

- CD-ROM and Web development with Lingo and ActionScript
- Develop interactive presentation engine with Director and Flash
- Create application architecture, documentation and prototypes
- Leverage Flash technology in Director and on mobile devices

Lingo Programmer / Multimedia Trainer

1999 - 2001

Motion Over Time

New York, NY

- Developed Computer Based Training (CBT) CD-ROMs for Berlitz and Canon
- Programmer, Media Doctor and Support Specialist for Berlitz Online English Placement Test and Pepsi Cola CBT CD-ROM
- Certified Instructor of Macromedia's Authorized Curriculum for: Macromedia Director 6-7, Flash 3-4, Dreamweaver 3, Fireworks 3
- Instructor and Course Developer for Strata Studio Pro 3D workshop
- Taught medium size classes and one-on-one training

Experience Freelance

Senior Lingo Programmer

2002-2003

Interactive Edge

New York, NY

- Create new functionality and optimize existing code for interactive presentations
- Streamline integration of code on large scale projects

Shockwave3D Developer

2002

vanDam.

New York, NY

- Develop prototype system for viewing interactive 3D maps
- Incorporate existing map data, graphics, and 3D assets of New York City into 3D demo
- Optimize 3D geometry and textures for best performance and quality
- Program UI, Camera Control and all other elements of the application

**Director Expert Presentation Consultant:
ABC Primetime, ABC ESPN Sports, ABC Primetime**

ADM Productions

New York, NY

- Build and update presentation slides and animation for broadcast
- Operate graphics station for ABC's Live Event
- Manage production flow with operators, designers and directors

Flash ActionScript Consultant

Mesh Architectures

New York, NY

- Refactored Tribeca File Festival Flash based web site, fixing several loading issues

and improving overall performance

Shockwave3D Developer

Pedestrian Public Art Project

New York, NY

- Design and program Interactive Shockwave3D Demo for art project web site
- Write code to control the creation and automation of multiple biped figures in a 3D scene
- Develop environment, and coordinate bipeds in the scene by creating an efficient collision detection and obstacle avoidance system

Shockwave Programmer

2000-2002

Global Education Network

New York, NY

- Design and program Shockwave "Lecture Player" and system
- Synchronize Flash, QuickTime, RealVideo, Shockwave3D and subtitle text playback
- Directed producers, designers and asset creators on how to optimize playback, bandwidth and synchronization of animations with video soundtrack
- Develop 3D animations for Shockwave with 3DStudio Max and Lingo
- Created subtitle tool to aid production in performing the repetitive task of integrating transcript text documents

Tech Editor 'Real-Time Interactive 3D Games: Creating 3D Games in Macromedia Director' by Allen Partridge

2001

Sams Publishing

New York, NY

- Check technical accuracy of chapters, and test functionality of example files
- Provide feedback to the publishers and authors

Expert Tutorial 'Flash 5 Bible' by Robert Reinhardt, Jon Warren Lentz

Wiley Publishing

New York, NY

- Author Expert Tutorial 'Using .SWF files in Macromedia Director'
- Introduce the concepts of Flash cartoon characters as avatars in a Director movie
- Instruction and sample code demonstrating advanced animation techniques

Speaking

Conference Session Speaker:

2003

Advanced Lingo Techniques with Director MX

Macromedia MAX 2003

Salt Lake City, UT

- Imaging Lingo, Flash Objects and Object Oriented Programming (OOP)

Education

The School of Visual Arts

9/1994- 6/1996

Majored in Computer Art, Illustration and Cartooning

New York, NY

Additional Information

Links

- Website <http://www.robwalch.com>

- Twitter [@robwalch](#)

Languages

- English

- French (second language, fluent conversational)

References

Professional references will be provided upon request