

## Mark Templin

### AUGMENTED / VIRTUAL REALITY PLAYGROUND

<https://howweplay.net/>

### PRODUCT / DESIGN PORTFOLIO

<https://dragonsfisher.com/>

## EXPERIENCE

PRINCIPAL UX DESIGNER, CLC ENTERTAINMENT STUDIOS (LOS ANGELES, CA) — 2017 OCT - 2018 APR

I led the user-centric experience design process for an online collaborative content platform for a world-wide market of creative users. The process I used is a hybrid of "agile" and "lean" methodologies and our team was comprised of top company executives. I delivered over 80 pages of conceptual design narrative, user personas, features, functional requirements and interactive wireframes (Adobe XD). The necessary technological components and information architectures for the full stack were also designed.

CUSTOMER EXPERIENCE PROGRAM MANAGER, FACEBOOK (MENLO PARK, CA) — 2017 MAR - APR

I led UX design initiatives at Building 8, Facebook's hardware product incubator. I partnered with operations, support, logistics and system architecture teams and participated in workshops aimed at defining our best practices. I conducted research for our functional leads that surfaced the data required to drive design and operations in the right direction.

PRINCIPAL UX DESIGNER, AUTODESK (SAN RAFAEL, CA) — 2013 APR - 2015 MAR

I joined the AutoCAD division to work on Plant 3D and P&ID enterprise verticals for water, oil, gas and other AEC related sectors. I designed new features and refined existing features, working with UX leads to build shared patterns. I collaborated directly with the user community on- and off-site to perfect the features for our bi-annual ship windows. I worked closely with QA to ensure solid releases. The features I designed for single and multi-user applications were shared and demoed at Autodesk University in Las Vegas. As a member of the Core UX team, I organized and emceed world-wide design conferences.

UX DESIGN CONSULTANT, CLOROX CORP. (OAKLAND, CA) — 2013 MAR - APR

In-between roles at Autodesk, I analyzed and re-designed the Scoopaway ([scoopaway.com](http://scoopaway.com)) and Kingsford ([grilling.com](http://grilling.com)) brands' websites. I worked on-site with product teams half-time and telecommuted from San Francisco. I delivered web-based user behavior analytics reports, workflows, technical specifications and wireframes for third-party implementation.

PRINCIPAL INTERACTION DESIGNER, AUTODESK (SAN FRANCISCO, CA) — 2012 SEP - 2013 MAR

I developed a patented interaction design and workflow for a life science app for students and scientists for molecular level visualization. During the research phase, I interviewed scientists, attended MIT for refresher courses on biology and surveyed bio-visualization conferences. We developed an app and a web based SaS platform with cloud integration.

UX DESIGNER, TRION WORLDS (REDWOOD SHORES, CA) — 2011 SEP - 2012 APR

Reporting to the Creative Director, I partnered with the studio's leads in marketing, PR and the eCommerce platform to provide design direction, thought leadership and support. I

ensured delivery of a “AAA” user experience in every aspect of the business and for the Rift and End of Nations franchises from pre-sales to post-launch.

PRODUCER, NAMCO BANDAI GAMES AMERICA (SAN JOSE, CA) — 2011 MAR - SEP

I directed web design and managed production with external developers for “AAA” titles launching in North America. I supported developers with analytics, testing and live operations monitoring post-launch. My designs for online games connected game data and player interactions via the web. The pre-sales campaign on Facebook for the release of the “Dark Souls” sequel was designed with a press-fueled online treasure hunt. This campaign surpassed all others for Neversoft (Japan) and resulted in record sales for a notoriously difficult and relatively unknown role-playing console game.

WEB DEVELOPER, ZYNGA GAME NETWORK (SAN FRANCISCO, CA) — 2010 FEB - SEP

The head of PR hired me to implement the new [zynga.com](http://zynga.com) design, integrating game data into our platform, using bits and pieces of Flash from developers for landing pages. I also designed and launched the philanthropic organization within the company at [Zynga.org](http://Zynga.org).

DEVELOPMENT DIRECTOR, SPIN MASTER STUDIOS (LOS ANGELES, CA) — 2007 AUG - 2008 OCT

I recruited and managed a team of front- and back-end engineers, system administrators, game developers and network engineers. I plumbed the studio’s Internet access and monitored live operations at the studio and co-location facilities. I negotiated business deals with top-tier providers including Akamai, Dell, IBM & InterNAP to provide services for the studio’s first online title, Tech Deck Live.

SENIOR PRODUCER, SPIN MASTER STUDIOS (LOS ANGELES, CA) — 2007 MAR - JUL

I produced Swypeout, an online battle/racing game (web based MMO) with Fuel Industries in Ottawa, Canada and traveled about 40% of my time while in production. The product design is based on unique, copy-protected collectable playing cards. The cards are traded in the real world and tied to virtual assets that players swipe into their garages. I lost my hearing as kids screamed with delight during our play tests in Canada and the US.

WEB DEVELOPER, WEATHER UNDERGROUND (SAN FRANCISCO, CA) — 2005 APR - 2007 JAN

I developed the WunderPhoto code base and worked with the community directly to create self-policing features for content screening, approvals and editing. I periodically provided telephone and online technical support for all of wunderground.com. My projects included developing Flash prototypes for IoT applications, such as remotely controlled thermostats. My applications were created as web CGIs in ANSI C and ran on a LAMP stack.

SENIOR DEVELOPMENT DIRECTOR, ELECTRONIC ARTS (LOS ANGELES, CA) — 2004 JAN - 2005 JAN

I created the UX design toolkit for the EA Games brand still in use today and for a new proprietary Flash-based front-end system. My interdisciplinary scrum called the “wrapper pod” provided centralized UX designs for every game. I created an ActionScript 3 based software development kit (SDK) called CafeLA to marry code and content for heads-up displays (HUDs), menus, workflows, cut scenes and movies.

DEVELOPMENT DIRECTOR, MAXIS (WALNUT CREEK, CA) — 2003 - 2004

I managed the engineering team for The Sims 2, including project scheduling, process management and the refinement of best practices. I collaborated with engineers and bridged the gap between producers’ blue sky visions and the reality in code. I devised solutions to complex problems in the development of user-generated content (UGC) tools, user interfaces and build mode play features.

#### WEB DEVELOPMENT DIRECTOR, MAXIS (WALNUT CREEK, CA) — 2000 - 2003

The studio COO delegated me the responsibility to grow a \$100K seed into the still-largest free content exchange online, built by an incredibly talented scrum team. The platform currently supports 100+ MM SimCity and The Sims players today. I supported every title published by working directly with producers to create online features and integrate game data into the platform. We built the developer sandboxes, publishing pipeline, product registration, account systems and networks at co-location facilities from scratch.

#### NETWORK OPERATIONS DIRECTOR, USDA-ARS (BERKELEY, CA) — 1998 JUN - 2000 DEC

I created Internet and enterprise network connectivity for 26 research labs in the Western region and built the network operations center. The NOC hosts the plant genome database and research tools for scientific staff use. I provisioned networks (F/T1/T3 to OC12) from Alaska to Hawai'i, traveling 30% of the year to provide on-site services and training. I served as Information Security Officer and liaison to Department network engineers in Colorado and Agency system administrators in Washington, DC.

#### COMPUTER SPECIALIST, USDA-ARS (TUCSON, AZ) — 1995 JUN - 1998 MAY

At the Carl Hayden Bee Research Center, my inclination to fall in love with technology led me to ask, "Wouldn't it be cool if we put a bee cam on the web?" And we did — first! Developing our web presence eventually led to programming simulation models on mainframes and PCs. I am working to democratize the managed honeybee colony simulation models for world-wide public domain use today.

## EDUCATION

The University of Arizona, Tucson, AZ — B.S., Psychology & Mathematics (1998)

Globe Recording Studio, San Francisco, CA — Certificate in Music Engineering & Production (2006)

## SOFT SKILLS

### LEADERSHIP

I firmly believe that my career successes are the result of putting time and energy into building interdisciplinary high performance teams. Nothing I've done would have been possible without the synergy we created and the good times we had working and playing hard, together. There are stories only a tight team doing great things can tell.

### CREATIVITY & TECHNOLOGY

I'm happiest in a role that combines creativity and technology. I believe it's critical to understand and use both at work and play. I've encountered many a business that segregates technology from creativity and found myself bridging this gap instinctively. This ability is one of the super powers I bring to the table.

### MULTI-PLATFORMER

An experience's accessibility through and in between various walled gardens and operating systems is a challenge that I embrace wholeheartedly and with passion. I have a sizable library from which to leverage cross-platform design patterns and models to solve complex modern problems like these.