

Brian Bird

Tech Director / Creative Technologist / Software Engineer

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Xfinity Creative / Good Kid

2022-2024

Tech Director, Retail

Harnessed emerging technologies including presence detection, smart sensors, eye tracking, haptics, mixed reality and computer vision to develop prototypes into production-ready retail fixtures

Managed a team of technologists, developers, artists, and designers to build high-impact interactive experiences for customers across hundreds of Xfinity retail stores

Produced and directed an augmented reality app which featured volumetric 3D captures of Team USA athletes for the 2024 Olympic Games

Coordinated software launches with Comcast's Marcom team, including on-site installation and testing

Rockwell Group

2022-2024

Freelance Creative Technologist (Immersive) – Smithsonian Museum, Illuminarium

Integrated gesture detection and touchless haptics into interactive kiosks featured throughout the Smithsonian's Futures exhibition

Layered live data within an explorable 3D map for use by Illuminarium's staff to monitor system health and track visitor foot traffic

Translated user journeys into concise UX build schematics, creating optimized workflows within the app

Remote Control

2020-2021

Freelance Creative Technologist (Immersive) – FLDC Museum, Stageverse Inc

Synthesized complex stakeholder demands into actionable UX build documents for user / group interactions in the FLDC museum's Unity Hall

Generated UX support docs outlining edge case considerations, and user flow recommendations

Verified coverage of the museum's dynamic visualization system with a custom-built test suite featuring virtual visitors in a reconstructed 3D space

Created a product roadmap for Stageverse's dev team; writing tickets for feature development and prioritizing the app's VR livesteam backlog

Huge

2019-2020

Senior Software Engineer (AR / VR) – Wizarding World (Harry Potter), Wells Fargo, SK-II

Collaborated with fabricators, freelancers, external vendors, and client stakeholders in the design and development of mixed reality immersive experiences for the Athlete Village of the 2020 Olympics

Deployed tech-heavy robotic retail installations in challenging international work environments (Shanghai and Tokyo), coordinating with local vendors, and managing on-site clients and stakeholders

Built standalone and network-connected augmented reality apps harnessing ARKit's advanced features: light estimation/directionality, world persistence, human occlusion, and dynamic shadows

Prioritized feature backlogs and refined 3D creation pipeline to maximize efficiency and reduce blockers

Defined game engine development best practices and streamlined 3D workflows for creative and tech teams

Elephant

2016-2019

Engineering Lead / Unity Developer – Comcast, Marcus by Goldman Sachs

Led small teams in the design, UX, playtesting, and deployment of two virtual reality experiences in Comcast's flagship Washington D.C. store

Worked directly with Goldman Sachs software development teams, embedded at the client's office during production of Marcus.com

R/GA

2013-2016

Freelance Software Engineer – NikeID

Implemented features, fixed bugs, and maintained service across Nike's mobile and desktop apps for shoe customization, both at the agency and embedded with the client in Beaverton, Oregon

The Luv

2010-2013

Co-Founder / Tech Director – X-Prize, Cartoon Network

Founded and co-managed an NYC-based rich media production shop

Managed freelancers and coordinated development with our remote backend team in Budapest

Additional Engagements

Wieden + Kennedy, A&E Television, Gawker Media, Rokkan, SpotCo, Ultra 16

Education

Indiana University
B.A. Interactive Media

New York University
iOS App Development Course

Universidad Complutense
Study Abroad, Madrid Spain