



# KYLE EVANS

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BROOKLYN, NY

## INTERACTIVE, DESIGN, SOUND

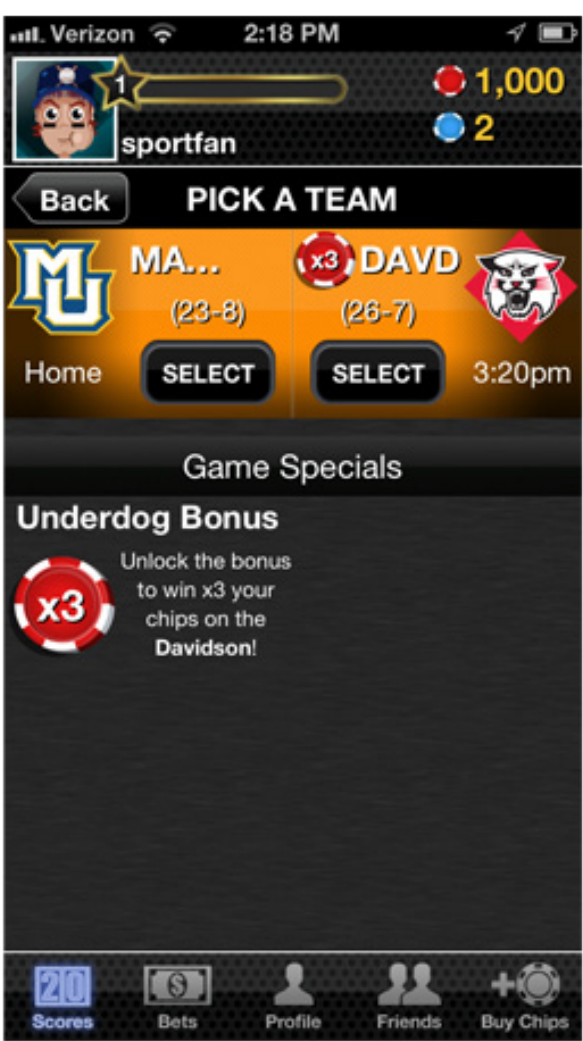
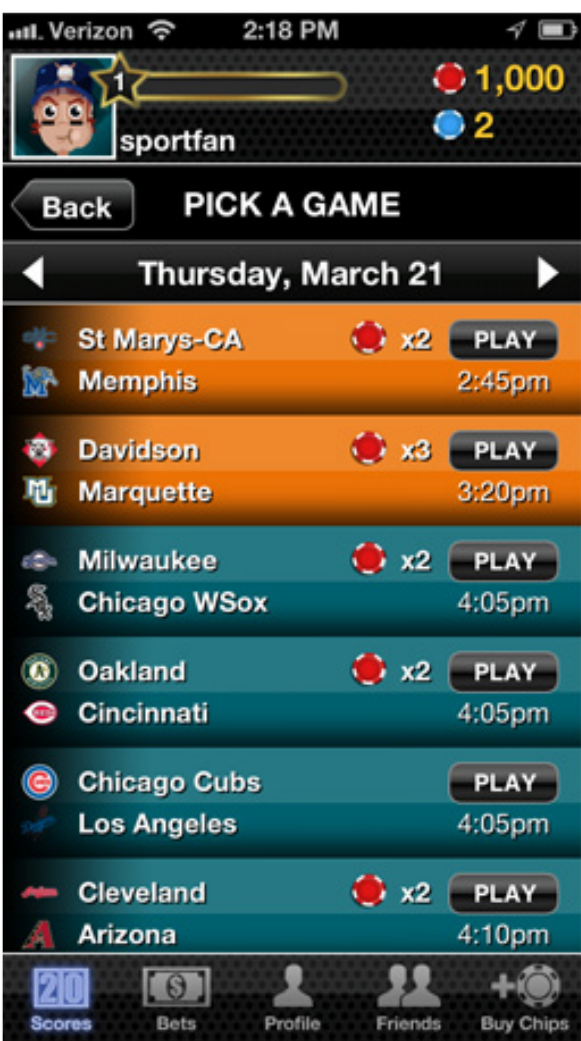
Javascript, HTML5, jQuery Mobile, Sencha Touch, OpenCart, Wordpress, Flash  
(AS3, AS2, Flex, AIR), PHP, CSS, MySQL, Photoshop, Max/MSP, Sibelius, DAWs

# EXPERIENCE

## Bunker Mode, San Francisco, CA

Senior Developer, March 2012 – March 2013

Scoped, planned, and executed the HTML5 mobile apps using the Sencha Touch and jQuery Mobile frameworks. Implemented thorough custom analytics handling in the app, and leveraged that information to make more informed decisions about design and strategy directions.



**High Limit Sports (HLS)** - HLS is an HTML5 mobile sports betting app designed to let casual sports fans compete with their friends for in-game currencies and collectibles. The application is driven by the Sencha Touch framework, with an iOS native layer wrapper around it.

Users have the option of selecting games from multiple different sports (currently supported are Baseball, Basketball, Football, Hockey, and Soccer). They then pick an opponent, which can be a friend added from Facebook or email, or the House. A subset

of games have collectible chips associated with them, and bets of a certain level enable those currencies to be won (but only if the bet is won). Some games also have an 'underdog bonus' associated with specific teams (our version of odds).

The game has regular and premium in-game currencies, a robust in-game notification system, full Facebook integration, and hooks into the Apple App Store.



Present Creative, San Francisco, CA

Senior Developer, March 2011 – March 2012

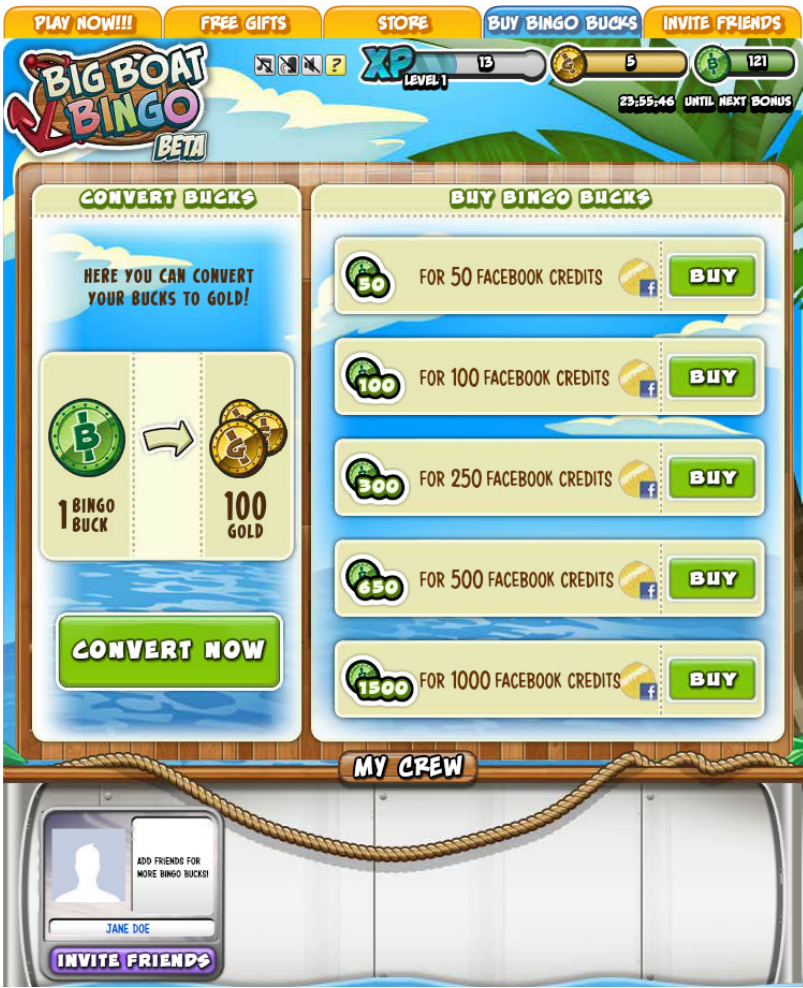
Scoped, planned, and executed a variety of Flash and HTML5 games for internal and external clients. Was responsible for broad project planning, goal setting, communication, and execution for a small team.



**Our Sketchbook** - Our Sketchbook is a hidden object-style game written using the PureMVC framework in AS3. Users are presented with a dense black and white scene and asked to find specific objects within a certain span of time. When all objects are found, the scene colors in. Clues get more complicated as you progress through different drawings and levels. The game ties into Facebook for profile information, allowing you to share your achievements. There is also a build-your-own section of the app, allowing you to create your own drawings with objects in your trophy box and share them with friends.



**Big Boat Bingo (BBB)** - BBB is a robust bingo client written using the PureMVC framework in AS3 that has 10,000 daily users. Users can select different themed bingo rooms that correspond to tropical destinations the Big Boat Bingo cruiseship is embarking to. You can select between 90 (British-style) and 75 (American-style) bingo. Game communication is handled by a custom-rolled XMPP server that allows two-way communication for game messages (and gives users in each bingo room a chat client to communicate while they're playing). Powerups are unlocked by correctly daubed a certain amount of numbers, and offer a variety of rewards includ-



ing free spaces and extra experience point. Boards are purchased with a premium currency that is allotted daily and can be purchased in the store.

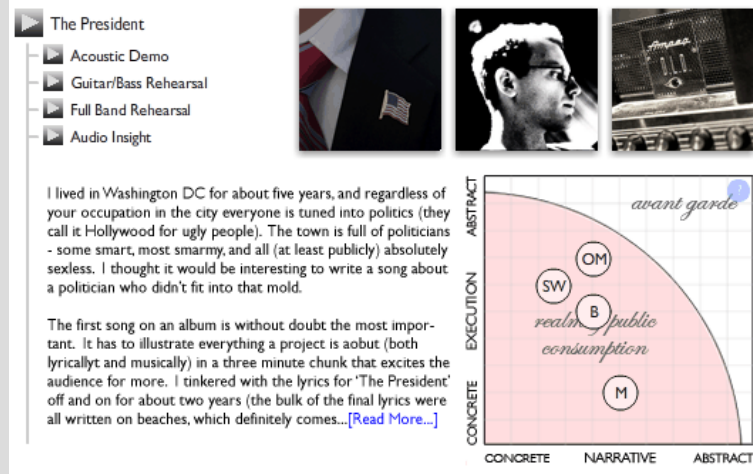


# BLOOM FOUNDRY

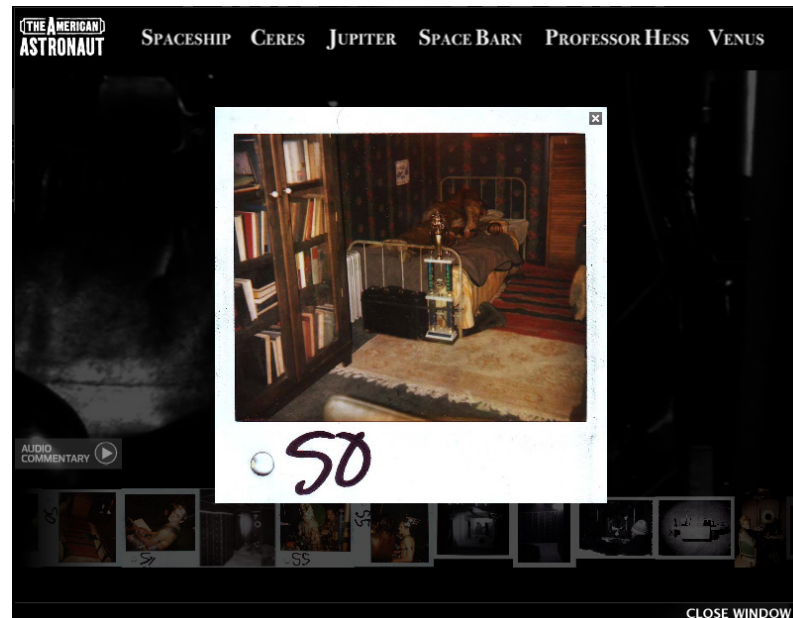
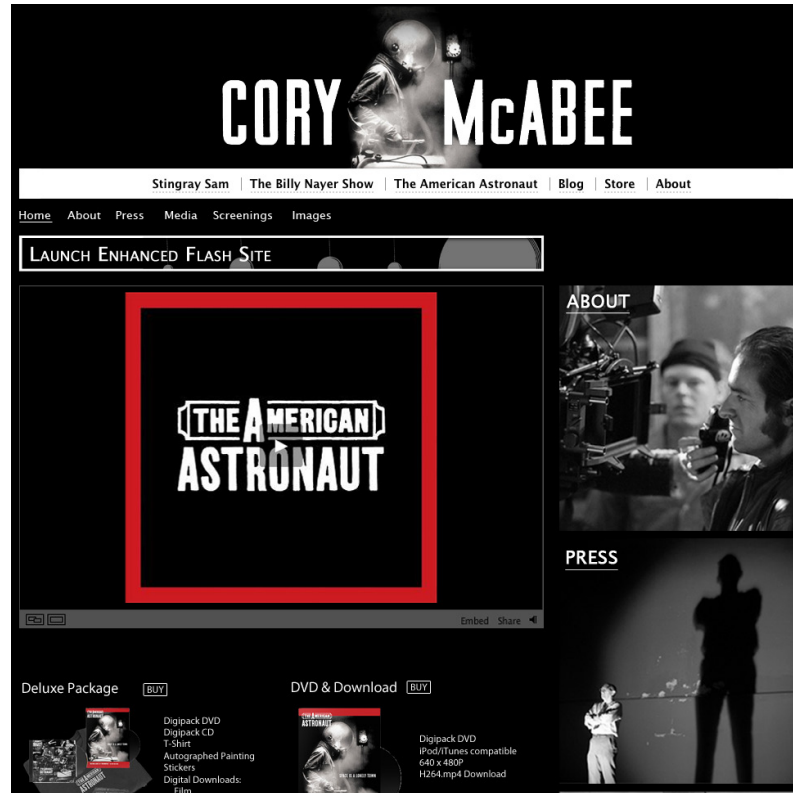
<http://www.bloomfoundry.com>

In 2010, I founded Bloom Foundry as a multimedia consultancy focused on design, code, and sound work. I've worked with a variety of clients from both entertainment and corporate worlds, including: National Public Radio, TicketMaster, Adobe, Topspin, SendMe Mobile, and BNS Productions. In addition to client work, I write and develop software, visual, and audio projects independently.

The next two pages showcase my multimedia work.



**Echo Bloom Metaplayer** - The metaplayer traces the development of songs in recorded sketches, text notes, and an interactive taxonomy tool I developed called an iMap. Each section tells the story behind a song - showing how sometimes shaky recordings get sussed out into full fledged pieces, directions they could have gone in, and maybe suggesting directions they could go in the future. The program was written from the ground up in AS3.



**The American Astronaut Branding** - The American Astronaut is a 2001 space/western noir musical, written, directed by, and starring Cory McAbee. For the 10-year anniversary of the film I conceived, designed and implemented a commemorative online experience.

The McAbee camp had a trove of unreleased extras and additional materials, but no clear business objectives. We worked together to develop an effective monetization strategy that leveraged their social media presences while staying consistent with their design aesthetic. We did a comprehensive analysis of their films and looked at other websites representing similar content. After this review we decided that a hybrid HTML/Flash approach would serve their content best.

The Flash section of the site mirrors the film's narrative in its user interface. Users are presented with a scrollable map of the American Astronaut solar system with other major locations in the movie (the Space Barn, Professor Hess's ship) included. Clicking on different locations takes users to a specific page for that element, where they can explore video, images, and specially recorded voiceover narratives from Cory McAbee. It reflected the narrative of the main movie, effectively presented the extra material, and supported the work of the straight HTML designs.

The HTML section of the site allows for simple data relay, easy updating, and search engine optimization. It runs on a mixture of PHP, HTML, and JS.

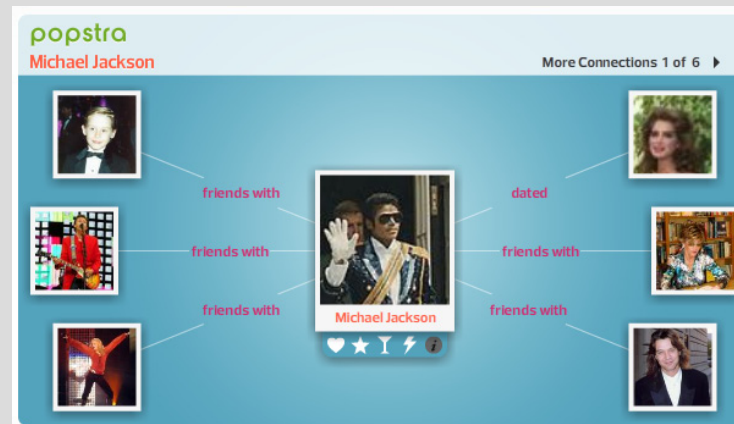
The site is viewable at <http://www.corymcabee.com/americanastronaut/>



**Food Flinger Game** - Food Flinger is an interactive Tapper-style game written in AS3. The main character is a food vendor responsible for delivering food to increasingly impatient sports fans. The character passes food down rows to customers, who then pass payment and powerups back to the aisle. The game has 21 levels, and hooks into the Shockwave game ecosystem, allowing players to share points between all games on the Shockwave site.

The game is in a tightly constructed Model-View-Controller architecture, allowing the animator responsible for the characters to work separate from the data, logic, and gameplay that I designed and implemented.

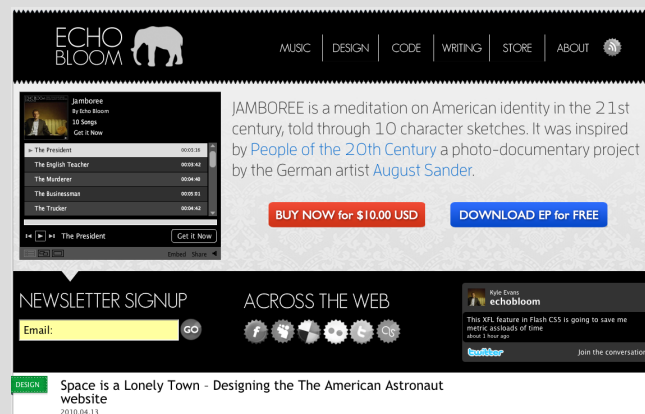
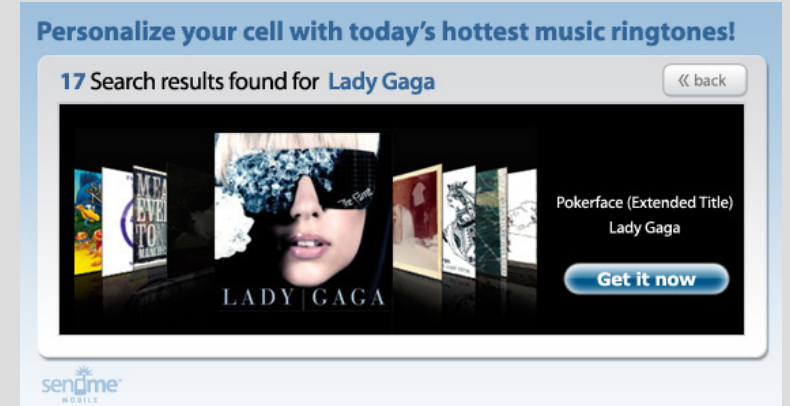
The game is available to play at <http://www.shockwave.com/gamelanding/foodflinger.jsp>



**Popstra Spinner Application** - The Popstra Spinner is an interactive tool allowing users to explore the connections between different celebrities written in AS3. The service is driven by a handwritten API that interacts with Freebase, a semantic database that tracks celebrity interactions. Michael Jackson dated Brooke Shields - who knew?

<http://www.popstra.com>

**Pandora Ringtone Selector** - The ringtone selector is a state-based AS2 application designed to work within the Pandora ad network. Input flash variables configure the messaging and content of the advertising unit. Users search for artists, and a carousel view is displayed showing available ringtones. Users select the desired ringtone, enter a telephone number, and receive a text message with download information



<http://www.echobloom.com> - echobloom.com is powered by Wordpress and runs a custom theme I wrote. All posts fit into one of five categories - Music, Design, Code, Writing, and About (the store is static).. Each of these individual category pages has a static component that showcases the most recent major piece of work in the category, and that category's ten most recent posts <http://www.echobloom.com>



Topspin, Santa Monica, CA

Flash Developer, September 2008 – April 2009

- Designed, developed, optimized and integrated flash widgets using AS3, AS2, and Flex
- Wrote and implemented external AS3 APIs to interface with 3rd party services (e.g. Flickr, etc.)
- Streamlined web applications for efficient management of video and audio streaming
- Designed, prototyped, and implemented dynamic data visualizations in Javascript and AS3

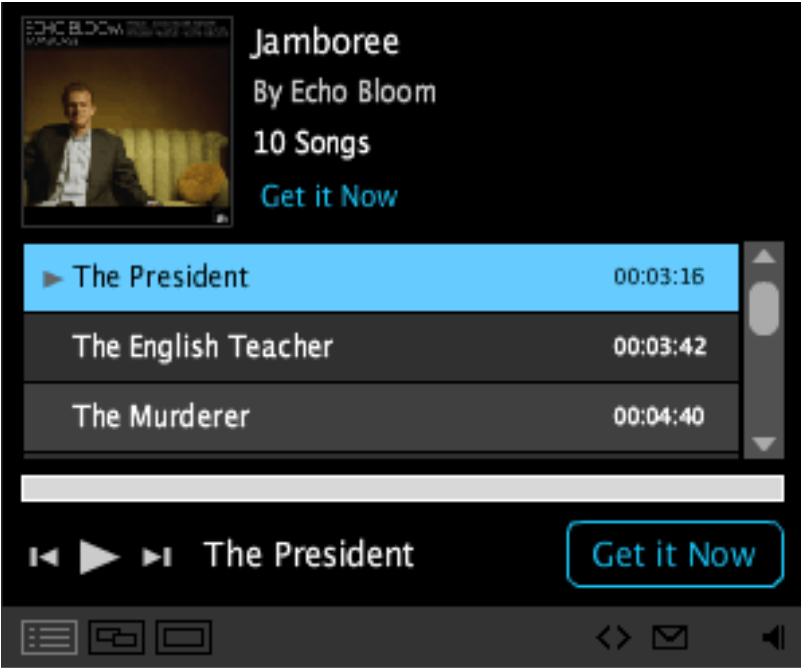
National Public Radio, Washington DC

Supervising Project Manager, June 2007 – September 2008

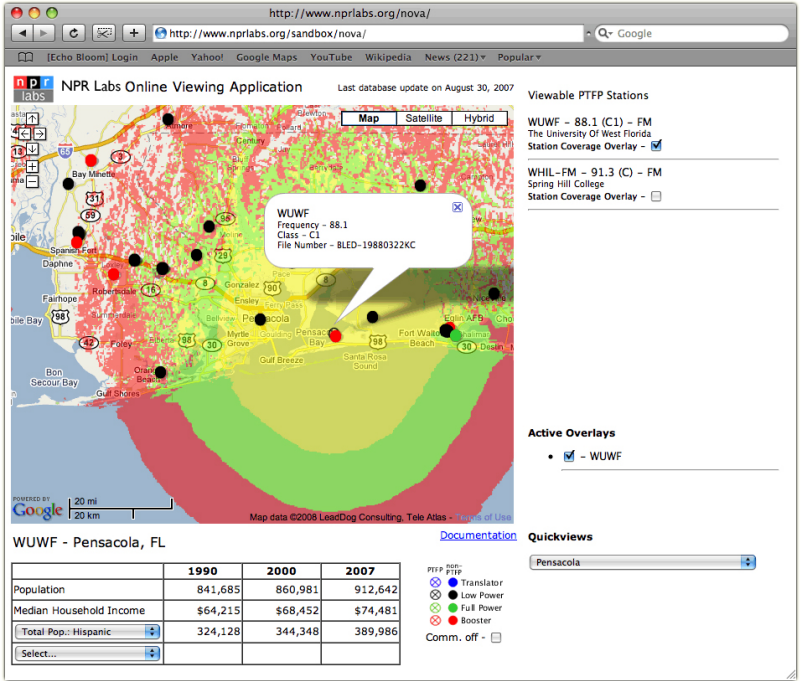
- Designed and developed flash interfaces for subjective testing and visualization
- Developed AJAX interfaces for dynamic visualization
- Conducted research focused on designing accessible radio interfaces
- Conceived, wrote, and secured funding for 3-year, \$600,000 grant from Department of Education to research and prototype accessible radio interfaces

Technical Research Associate, August 2005 – June 2007

- Designed and conducted user testing focused on subjective audio quality
- Developed propagation modeling and analysis software
- Implemented accessible web design



**Topspin Widgets** - These widgets allow artists to customize interactive media experiences that contain audio, video, image, and other media content, and publish them on websites. Artists can configure the widget to play different configurations of media content. Artists can also specify a Flickr username or tags for the widget to dynamically pull image content from. Each widget accepts user input, performs client-side validation, and is skinnable with over 30 flashVars controlling everything from font color to the visual style of buttons. These widgets can be viewed at <http://www.echobloom.com>



**NPR Labs Google Maps Mashup** - The Javascript project was a Google Maps mashup that allowed public radio professionals to get more information about their listening audiences. It queried a database we mirrored from the FCC that contained engineering data for every radio station in the US. It returned the stations within the viewable screen as JSON objects, which were plotted on the screen. Users could then overlay coverage profiles of stations onto the map, and view the demographic information of people that fall within their listening area. - the project can be viewed at <http://www.nprlabs.org/nova/>

# PUBLICATIONS

Evans, K., Hinch, M., Schwab, D., Sheffield, E.G. (2008)  
Visually Impaired Consumer Preferences for Consumer  
Electronic Devices. NPR Labs Tech Memo 200801.

Evans, K. (2007) Accessibility is Usability - Inclusive Design  
in Radio Technology. Presented at the World Electronic  
Media Forum, Kuala Lumpur, Malaysia, December.

Evans, K. (2006) Digital and Analog Coverage Evaluation –  
Parts I & II. Radio Guide (8).

Sheffield, E. G., Kean, J., Starling, M., Andrews, J., Evans, K.,  
& Khemlani, S. (2004) Results from Subjective Testing of  
the HD Codec at 16-96 kbps. Presented at the IEEE  
Broadcast Symposium, Washington, DC, October.

# EDUCATION

University of Florida, Gainesville FL: B.S. Computer Engi-  
neering with focus in Digital Arts and Sciences, concentra-  
tion in Music (2004)

# PROFICIENCIES

Javascript (Sencha Touch, jQuery Mobile, Backbone.js) Flash  
development in AS3, AS2, Flex, and AIR; HTML, CSS, PHP,  
MySQL, MATLAB, Max/MSP, Photoshop, InDesign, Dream-  
weaver, Pro Tools/Nuendo, Microsoft Office, Access.

# CONTACT

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