

# James Pollack

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## Summary

- ⦿ I'm a creative problem solver with 10+ years of software development and design experience.
- ⦿ I'm a JavaScript expert: node.js, React, WebGL (three.js), etc. and have the terminal degree in my field.
- ⦿ I've helped agencies, startups, and Fortune 50 companies build apps for Smart TVs, the web, mobile, mixed reality (AR/VR), and interactive installations.

## Experience



### Founder - Multiplayer Racing Board Game on the Blockchain | Lucky Races

Lucky Races

Aug 2021 - Present

We started Lucky Races to explore emergent gameplay on the Blockchain.

<https://www.luckyraces.com>

Our ecosystem of dApps, 3D NFTs, smart contracts, browser-based 3D gameplay, and in-game currency work together to create a rich world for players to race, compete, and earn.



### Freelance Technologist

Playable Future, LLC

2017 - Present

I deliver wonderful experiences with my partners -- from 3D, web, and mobile apps to interactive installations and physical products.

Selected Clients: Visa w/AKQA, IBM Watson w/AKQA, SnackNation Market

<https://www.jamesbpollack.com>

### Software Engineer - Original Television Shows

Left Field Labs

Aug 2020 - Mar 2021

Built web-based interactive experiences for 5 original television shows from Amazon Studios.

- Tens of millions of users: pages were published as flagship content in the catalog.
- Global reach: released across 30+ locales & 10 writing systems.
- Run everywhere: JavaScript on desktop, mobile web, Android, and Smart TVs.
- Architected and configured UI component library.
- Designed system for delivering title-specific global typesetting, reducing font file sizes by 30x.

### Software Engineer - Augmented Reality

2019 - 2019

Acquired by Epic Games.

Hyprsense makes an SDK that provides real-time facial motion capture for live 3D animation.

- Specialized work in WebGL and GLSL shaders for real-time facial animation in web browsers
- Built "Recipe Maker" tool to create schema that connect 3D characters to data from the real-time SDK (React)
- Built "Does It Look Good" app that compares user output vs standard model in real-time (custom WebGL application)
- Created documentation site for Recipes (docsify)
- Built front-end for internal continuous integration system (React, Storybook)

<https://www.hyprsense.com>



## Founder - E-Commerce Application

### One Click Upgrade

2018 - 2019

One Click Upgrade is a Shopify & ReCharge app that helps increase subscription revenue. When merchants reach out with a One Click Upgrade offer, there's no login or payment information required -- the decision is as easy as clicking a button. Send the upgrade links via e-mail, SMS, WhatsApp, or wherever your customers are!



## Software Engineer - Virtual Reality

### High Fidelity

2015 - 2016

Created interactive experiences for connected, open-source virtual reality worlds.

[https://en.wikipedia.org/wiki/High\\_Fidelity\\_\(company\)](https://en.wikipedia.org/wiki/High_Fidelity_(company))

- Responsible for content scripting in Javascript - making the world come to life using code. (JS in C++/QT)
- Created reference content, explored new feature spaces, prototyped spatial UX, tested new APIs, etc.
- Built content for "Toybox" room during Alpha.
- Built content for "Home" that all users received with Beta released on Steam.
- Built teleportation system for Vive and Oculus Touch hand controllers.
- Built interactive content for hand controllers: bow & arrow, xylophone, tilt-maze, ping pong gun, whiteboard with markers, etc.
- More than 150 pull requests merged into main product.
- Audited & reorganized 400+ scripts for Steam launch.
- Built internal web app using d3.js for quarterly stock allocation.



## Software Engineer - Interactive Music Videos

### Eyegroove

2014 - 2015

Acquired by Facebook.

<https://en.wikipedia.org/wiki/Eyegroove>

- Built in javascript on frontend & backend for internal tools and user-facing properties using various technologies like node.js, angular, gulp, browserify, etc.
- Responsible for cross-platform video player integrations on top of social networks: Kik Messenger (full iOS/Android compatible HTML5 app), Facebook (in-feed Flash player), and Twitter (HTML5 player card).
- Built chat bot for Kik Messenger that conversed with users to discover their music video preferences and then deliver appropriate content
- Researched and implemented high performance cloud-based video encoding systems using NVIDIA GRID Technology.
- Deployed and monitored on a variety of infrastructure providers: Heroku, ec2, s3, cloudfront, etc.

## THISTLE **Freelance JavaScript Engineer - Subscription Food & Juice**

Thistle

2014 - 2014

Built API and client-side mobile web app for organic juice & food delivery company. Integrated with external providers to handle the ordering process: product lists, customer account creation, ensuring customers are inside of a delivery zone using geocoding and geolocation services, processing and storing payments, generating & sending emails from templates, and creating new jobs inside of a delivery management system.

## **Freelance WebGL Engineer - Connected Mall Project**

First Person

2014 - 2014

"Connected Mall" project for Simon Shopping Centers w/ eBay

Implemented tube geometry & path animation for point-to-point 3D wayfinding on 72-inch touch-screen digital kiosk installations

"People realize [the kiosks] are double-sided, and they pop around to the other side...to try it out. The units went live just before Thanksgiving. We've already had 40,000 unique interactions, and 17,000 routes have been mapped." 12/16/2014

<http://omnichannel.me/the-connected-mall-for-malls-of-the-future/>

<http://www.prnewswire.com/news-releases/simon-and-ebay-inc-launch-connected-mall-at-stanford-shopping-center-300003069.html>

<http://www.retailsolutionsonline.com/doc/connected-mall-stems-from-ebay-simon-malls-partnership-0001>

## **Freelance Javascript Engineer - Interactive Music Videos**

Eyegroove

2013 - 2014

Acquired by Facebook.

<https://en.wikipedia.org/wiki/Eyegroove>

- Built a cross-platform, cross-browser web player for iOS music video creation app.
- Architected and built a websockets-based administrative backend for managing flagged content and promoting content in live app feeds.



## **Interactive Developer - Smart TV Apps**

### **A Different Engine**

2012 - 2013

Full Stack Javascript Engineer - Created Experiences for TV, Web, and Mobile

Built HTML5 apps with simultaneous release across Samsung, LG, Panasonic, Sharp, Vizio & Google TV platforms for clients like Showtime, Gaiam, Lifetime Fitness, and YogaGlo.



## **Graduate Teaching Assistant - Art, Theater, Music**

University of California, Santa Cruz

2010 - 2012

(Spring 2012) Northern Renaissance Art

(Winter 2012) Introduction to European Visual Culture

(Spring 2011) Introduction to Theatrical Design & Technology

(Winter 2011) Muppet Magic - Jim Henson's Art

(Fall 2010) Introduction to American Popular Music; Advanced Electronic Music

## **Freelance User Experience Designer**

Cloudforest LLC

2011 - 2011

"Cloudforest Design is a boutique agency located in the Silicon Valley area. We create user-centered applications, websites and cross-platform digital strategies. We like to make things that are easy to use, engaging and fun."

## **Epic Technical Writer - EpicCare Clinical Inpatient & Willow (Rx**

Epic

2009 - 2010

Certified in Epiccare Inpatient and Willow Pharmacy Inpatient, Summer 2009.

- Wrote Release Notes for major releases of new versions of international electronic medical records software. Also wrote time-sensitive Special Updates.
- Converted paper Tips & Tricks Sheets for Physicians and Nurses into electronic versions.
- Reviewed and revised Feature Guides to help customer project teams understand, implement, and train new enhancements.
- Created Setup & Support Guides to help clients install and manage features.
- Met with clients to discuss the structure and content of online user documentation.

About Epic:

Epic makes integrated software for mid-size to large medical groups and integrated healthcare organizations. One database spans clinical, access and revenue functions and extends into the home.



## **Residential College Seminar Office -- Student Aide**

### Yale University Careers

2006 - 2009

Assisted with the solicitation and selection of courses offered in the residential colleges. Drafted letters, managed website, answered phones, etc.

#### About the Office

"In 1969 Yale University implemented the Residential College Seminar Program as part of a broad-based plan to enlarge and enhance the educational life of the Colleges. Since its inception, the program has augmented the Yale College curriculum with innovative and experimental courses in the arts, humanities, and sciences. Residential College Seminars seek to expose undergraduates to topics and modes of inquiry not available within Yale's departmental framework."



## **Summer Analyst - Movies & Games Research**

### Interpret

2008 - 2008

Summer Analyst, Movies & Games Research

Position involved preparing and checking final client deliverables, checking online programs and data files for quality control, and designing custom questionnaires to meet client objectives.

Specialized work in creation of virtual models for client use in bolstering engineer conceptualization of user types for a large, international electronics and telecommunications client.

#### About Interpret

"As the first research firm to focus on evaluating and measuring the intersections of content, technology, advertising and consumer behavior, Interpret provides clients with premium quality insight across the media and entertainment landscape, including leaders in the home entertainment, video game, new media, mobile content, and theatrical industries."



## **Generalist - Yale Alumni Community Service Fellowship**

### ReVive Center for Housing and Healing

2006 - 2006

Wrote a grant requesting funds for a volunteer coordinator position, created public relations materials ("Did You Know...?" series), worked biweekly food pantry distributing goods to HIV+ and homeless individuals, drove a truck to pick up donations for the CSC thrift store, tutored in the adult literacy program.

As part of the Yale Alumni Community Service Fellowship that funded the internship, during my tenure I lived at the Higgins Halfway House. Higgins is the oldest facility of its kind in Illinois. My immersion at Higgins offered a unique, intense opportunity to learn about the process of providing mental health and substance abuse services in residential settings.

#### About Cathedral Shelter of Chicago

"Restoring hope. Preventing homelessness. These values have inspired Cathedral Shelter since our inception 93 years ago. Cathedral Shelter was founded in 1915 as a storefront mission of the Episcopal Diocese of Chicago, providing food and clothing to the hungry, homeless, and poor."

## Education

### Yale University

Bachelor of Arts (BA), English / Writing Concentration

2005 - 2009

Yale English

- Critical thesis in Digital Literature advised by Jessica Pressman
- Creative thesis for the Writing Concentration in Fiction advised by John Crowley

2007 Yale Summer Session

"Study of HIV/AIDS in Swaziland and South Africa" w/ Rebecca Rugg & Kaveh Khoshnood

Part of joint effort between Yale's School of Public Health and the Yale School of Drama. We used U.N. approved development techniques and Brechtian/Boalian methods to address social behavior related to women's rights, sexual abuse, and HIV/AIDS. In collaboration with Swazi artists, original performances were staged in front of hundreds of audience members at rural village meetings and schools. Swaziland is one of few remaining absolute monarchies and it boasts the world's highest rate of HIV infection, with a 26% prevalence of adult infection (source: UNICEF).

### University of California, Santa Cruz

Master of Fine Arts (MFA), Digital Arts and New Media

2010 - 2013

Digital Arts and New Media Department

"The Digital Arts and New Media MFA Program serves as a center for the development and study of digital media and the cultures that they have helped create. Faculty and students are drawn from a variety of backgrounds, such as the arts, computer engineering, humanities, the sciences, and social sciences, to pursue interdisciplinary artistic and scholarly research and production in the context of a broad examination of digital arts and cultures."

Expressive Intelligence Studio - AI Lab  
in the Jack Baskin School of Engineering  
[https://en.wikipedia.org/wiki/Expressive\\_Intelligence\\_Studio](https://en.wikipedia.org/wiki/Expressive_Intelligence_Studio)

"The Expressive Intelligence Studio at University of California, Santa Cruz is dedicated to exploring the intersection of artificial intelligence, art and design. Our goal is to create compelling new forms of interactive art and entertainment that provide deeply autonomous, generative and dynamic responses to interaction."

## Licenses & Certifications



**Computation in Complex Systems - Santa Fe Institute**

546832386



### **Introduction to Complexity - Santa Fe Institute**

65994754



### **Fractals and Scaling - Santa Fe Institute**

471531522



### **Nonlinear Dynamics: Mathematical and Computational Approaches - Santa Fe Institute**

993984514



### **Introduction to Agent-Based Modeling - Santa Fe Institute**

1525088258



### **Foundations and Applications of Humanities Analytics - Santa Fe Institute**

1187119106

## **Skills**

User Experience • Entrepreneurship • JavaScript • Research • Artificial Intelligence • Interaction Design • Information Architecture • Digital Media • Technical Writing • Game Design

## **Honors & Awards**

**Yale University - Francis Bergen Memorial Prize in Poetry - Yale Literary Magazine**  
May 2009

**Yale University- Innovation in Digital Environment Awards (IDEA) First Grand Prize - Yale Innovation in Digital Environments Awards (IDEA)**  
May 2009  
for "Digital Diving" w/Noa Kaplan

**University Of California - Regents Fellowship - University of California**  
Sep 2010  
2010 & 2011

**the harp aeolian - Catharine Clark Gallery**  
Apr 2011  
installation art displayed at Catharine Clark Gallery in 2011

[http://www.re-title.com/exhibitions/archive\\_CatharineClarkGallery10601.asp](http://www.re-title.com/exhibitions/archive_CatharineClarkGallery10601.asp)  
[https://en.wikipedia.org/wiki/Catharine\\_Clark\\_Gallery](https://en.wikipedia.org/wiki/Catharine_Clark_Gallery)

**MUSH and SPHIROS in the Museum of Computer Art - Museum of Computer Art**  
2010

<https://moca.virtual.museum/digivid/mush.htm>  
<https://moca.virtual.museum/digivid/sphiros.htm>