

# Richard B. Kaufman

## Software Engineer

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### EXPERIENCE

#### **Pictoline**      Software Engineer      *August 2015 - April 2016*

Pictoline is a media company that creates and sells viral content. Viral content is measured in interactions like retweets, likes, and comments.

I designed and built a system that extends Twitter Analytics with information Twitter does not account for. The system uses natural language processing and image recognition to crawl Twitter looking for tweets that contain Pictoline's content. In common cases, the system would find 10% more user interactions than Twitter accounts for. Daily reports were automatically generated on Google Spreadsheets.

I also added an API to the application and created apps based on it. For example, to handle the issue of false-positives, a website was built where a human double-checks matches with a low-confidence score.

Tools: Node.js, JavaScript, React, Redux, Koa, MongoDB

#### **Flock**      Creative Technologist      *October 2014 - May 2015*

Flock is a digital advertising agency.

At Flock, I was the software developer of the creative team. I invented working prototypes, including web apps and Internet of Things objects, for brands like Nike, Dominos Pizza, José Cuervo, and Heineken.

I also lead weekly meetings with the creative directors where I moderated conversations on current world affairs. The goal was to find human-centered ideas and solutions to solve problems and "hack reality". I would prototype these ideas and work together with creative directors to develop an advertisement campaign.

I invented working prototypes, including web apps and Internet of Things objects, for brands like Nike, Dominos Pizza, José Cuervo, and Heineken.

Tools: Arduino, Electronics, Processing, JavaScript, Express.js, React

### PROJECTS

#### **NoDoodles**

NoDoodles.com is a homepage that features Google Doodles made by designers around the world.

#### **Mexico JavaScript Community**

JavascriptMX is the second largest programming community in Latin America. I co-organize workshops, monthly meetups, and biannual conferences.

#### **Laboratorio del Error Diseñado (LED)**

The LED is a collective of creative hackers, artists and scientists. I'm constantly publish creative projects as part of LED. Browse the projects at <http://ledhack.org/author/richard/>

#### **Teaching**

I'm passionate about teaching what I learn. It's my favorite of giving back to the community. I've taught at university, bootcamps, meetups, and classes I've organized myself.

### EDUCATION

University of Puerto Rico at Mayaguez

B.S. Computer Engineering    GPA: 3.53/4.00    Graduation Date: May 212