

# Dan McMahon

Developer with 11+ years experience in games.

With a wide range of skills across design, development and deployment.



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## Senior Developer, First Touch Games Jan 2012 — Jan 2023

Generalist, UI / UX, Cloud Development, Tools, Gameplay, UI Design  
In-house engine (C++)

### Overview

- Generalist programmer with a lot of experience around UI implementation.
- Developing internal & web based tools.
- Creating scalable & practical cloud based back end systems.
- Implementing third party APIs / OS level features.
- UI design often used to extend existing mockups / styles.

### Primary Responsibilities

#### UI / UX

- Built UI systems from the ground up based on a simple screen graph, improving the overall developer workflow. This was branched and adapted for multiple games.
- Implementation of the UI and creation of additional assets based on the style guide.
- Creating and adapting screens based on feedback and extra requirements, with a focus on reduced friction and the user's critical path.

#### Cloud Development

- Building the framework for a secure online game, moving to JSON based data and utilising AWS Lambdas.
- Prototyping and developing key features using AWS such as friend tokens, rewards, season pass, notifications.

#### IAPs

- Developed client and backend systems for the shop purchase flow across all projects.
- Including purchase validation, tracking revenue, handling pending purchases and refund requests across both iOS and Android platforms.

#### Internal Tools

Built an internal website from scratch with numerous tools, backend functionality built on top of an array of AWS features:

- Support tools designed to enable the support team to respond to requests, with the ability to view and update all player data.
- Analytics tools that can accept queries and allow them to be used to influence promotions and target push notifications.
- Build archive alongside build monitoring and reporting.

#### Asset Tools

- Improving and developing tools within the 2d asset pipeline such as atlasing & compression.
- Developing and improving existing content creation tools, utilising AWS, existing MVC tools and command line image processing.

### Skills

#### Programming Languages

C++, C#, JavaScript /  
Typescript, Java, Objective-C

#### Platforms & Frameworks

AWS, Firebase, Azure, MVC,  
React

#### Tools

Unity, Perforce, Git, JIRA, Visual  
Studio, VSCode, Xcode,  
Android Studio

#### Design

Photoshop, Illustrator, Procreate

### Hobby Work

Prototyping with Unity C# as  
my game engine of choice for  
personal projects since 2012.

Learning React / React Native  
as part of developing my own  
web / app design skills.

### Education

#### University Of The West of England — 2008 - 2011

BSc Games Technology (1st  
Class Honours)

### Interests

Improv, Illustration, Board  
Games, Films, Live Comedy,  
Cycling