

Michael B. Rapp

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Experience

VP, Software Development

CherryTree Inc.

June 2016 - Present

A custom computer and software startup backed by Oscar winning composer, Michael Giacchino. Creators of the Star Trek Borg PC. Led team in development of two mobile games, a mobile app, an auction site, and an ecommerce website.

- Member of founding team. Interviewed, hired, and onboarded subsequent engineers, designers, and office staff.
- Developed website and ecommerce solution given one month hard deadline for product launch. Finished on time.
- Established features, led engineers, and collaborated designers to develop client's custom home automation system.
- Introduced Scrum and issue tracking. Led weekly company wide meetings, and daily individual project standups to outline priorities, assign tasks, and overcome obstacles.
- Crafted digital ad campaigns, directed social media postings, and evaluated product video and print advertisements.

Web App Developer

KanaiTek

Feb 2016 - June 2016

Web agency that worked with local and national companies developing custom made business software and web solutions.

- Led team of three individuals in the reorganization of tens of thousands of company digital files for database upload.
- Wrote monthly SEO and social media reports for local companies tracking progress and suggesting improvements.
- Led the migration and redeployment of clients' websites from their original servers to company hosted servers.

Game Developer Intern

PagodaWest Games

Dec 2015 - Feb 2016

Award winning indie game studio and developers of Sonic Mania, an E3 nominated game for "Best Switch Game" in 2017.

- Performed QA testing for games, elicited player feedback, and detailed improvement suggestions based off findings.
- Implemented requested features for games including: social postings, high score leaderboards, and ingame currency.

Digital Consultant and Developer

Freelance

Oct 2013 - Present

Worked with over fifteen small and medium sized companies to develop and improve online identity and customer reach.

- Researched client needs, designed prototypes, built solutions, and refined implementations to customer satisfaction.
- Designed and developed websites, integrated web services and APIs, and provided IT support and administration.
- Optimized sites for search engines, generated website content and social media posts, and monitored user analytics.

Assistant Manager

University of Utah Phonathon

Jan 2012 - May 2014

Call center for updating records, building relationships, sharing recent campus news, and requesting financial support.

- Held two daily standups to address concerns, establish goals and priorities, and assign campaigns to callers.
- Led team in generation of record breaking donation sums each year. Donation sums totaled over \$500,000 per year.
- Interviewed, hired, and trained callers. Provided ongoing support and development in one on one and group settings.
- Established relationships with local business to acquire caller incentives and prizes awarded for successful campaigns.

Education

Major: Advertising and Public Relations

University of Utah

Salt Lake City, UT

Minor: Product Design

Aug 2010 - May 2014

Additional Information

- Technologies: JavaScript, Java, C#, PHP, Ruby, Angular, React, SQL, WordPress, Rails, Xcode, AWS, Unity, Python.
- Attended Epicodus, a twenty week long code school in Portland, Oregon from August 2015 through December 2015.