



STEVE LUX  
CREATIVE 'C O D E R

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+1.830.481.7278

SPRING, TX

## OVERVIEW

### // Overview

- 20-year experienced Senior Software Engineer & Team Lead with a proven background in full lifecycle product development, UI/UX expertise, full stack web development, and game development.
- Proven experience leading teams of developers and creatives, focusing on engineering and marketing initiatives.
- Skilled in cross-functional collaboration with Product Owners, end users, and clients to build tools for both internal and external use, B2B and B2C.
- Experienced within the start-up and corporate work environments and sectors.

**Product Management** | App Architecture, Product Roadmap, Project Management, Agile Sprints, Code Reviews

**Programming Languages/Frameworks** | Llama3 AI, Llama3 API, LLM, C#, .NET, Nodejs, Python, SQL, PHP, PDFKit, HTML, Canvas, CSS, Javascript, VueJS, React, Angular, Lodash, EventEmitter, Jest, JQuery, JQueryUI, AJAX, JSON, Apache, Nginx, SVG, XML, XSLT, REST, C (Arduino), ExtendScript, HLSL/Cg, JAVA, PERL, MVC, OOP, C3 charts, D3 charts +more

**Web Skills** | UI, UX, Web Design, Front End Web Development, Back End Web Development, Information Architecture, Application Architecture, API authoring, Unit Testing, DB Architecture, AWS, Linode, Apache, Git, GitLab, BitBucket, SVN, NPM, Yarn, Brew

**Mobile/Game Dev Skills** | UI, UX, Application Architecture, Application Development, Animation, 3D modeling/UV mapping/rigging, Testing, Analytics/Tracking, Unity Cloud Build, Unity Ads, AdMob, Firebase, Cutscene Direction, Native Plugins, Arduino Hardware/Coding

**Marketing + Branding Skills** | Go-to-Market (GTM) Strategies, Market Research, Customer Research, Hubspot, Marketo, Salesforce, Lead Gen, Thought Leadership, Ad Campaigns, Personas, Budgeting, Resource Allocation, UI/UX, Creative Direction, Concepting, Illustration, Corporate Identity, Branding Style Guides, Motion Graphics, Logo Design, Print Design, Brochure Design, Collateral Design, Ad Design, Copywriting



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## EXPERIENCE

### // Atomilux Inc 2003 - present

*Senior Software Engineer*

*Spring, TX*

- Consultancy Services - contracting working on confidential project / client

### // Prevailion Inc 9.2018 - 1.2023

*Head Product Development + Marketing*

*Spring, TX*

- Start-up Company (\$45M USD - A Round)
- Product: an intelligence platform that handles predictive threat analysis.
- The team prototyped and built solutions for desktop, WebGL, and mobile platforms, as well as various types of animation, 3D visualization, collateral, illustrations, and campaigns.

#### *Remit: Marketing & Product*

- Head of Creative: Led a team in establishing the entire Prevailion brand, product brands, and directing all data visualizations.
- Senior Developer: Established the visual brand with trend-setting UI/UX design and front-end development (React) of the flagship Apex SaaS product.

### // Atomilux Inc 8.2017 - 8.2018

*Senior Software Engineer*

*Spring, TX*

- Consultancy Services - Self Employed
- Executed as project owner end-to-end various development contract projects which often transitioned to full time embedment into client teams.

#### *Clients Sample + Project Highlights*

##### *Carnival – Senior Developer*

- Team Lead for app development. Led a talented team of developers and worked alongside other agencies.
- Product: Developed a mobile Casino Table manager for Android devices utilizing a cutting edge proprietary proximity detection sensor network with the Unity3d game engine. The UI would display customers in proximity and render virtual avatars with custom photos, while also allowing for age restrictions and customer names.
- Customers could then have the dealer scan their NFC wrist bracelets to be added to the table.
- **The stack:** Unity3d C#, JSONObject, LeanTween, Native Android NFC libraries, RabbitMQ a REST driven NodeJS API and a SOAP driven API.



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## EXPERIENCE

### *Max Digital – Full Stack Web Developer*

- Brownfield Project: client required assistance finishing out a flagship product that streamlined the auto sales process with a fully integrated mobile/desktop system that allowed sales managers to track if a test drive was in progress, if financing was in process and if a sale was completed.
- The end product was shelled inside iOS/Android but served up via internal browsers vs native code.
- The stack: Angular 1, jQuery, Lodash, Bootstrap, UI Slider (customized by me), input field masking, .NET and MySQL.
- Coded alongside multiple devs for primarily front end dev and also authored a few .NET APIs

### // Talus Investments Group 1.2014 - 5.2017

*Senior Software Engineer*

*New Braunfels, TX*

#### *Prevailion – Senior Developer*

- Start-up Company
- Product: an intelligence platform that handles predictive threat analysis.
- Remit: Architected a vision with complete UI/UX and then built a v1 prototype LAMP stack with front and back end development.

#### *Korporeal Games – Senior Developer*

- Start-up Company
- Launched a mobile gaming company and created proprietary Intellectual Properties and a host of unique gaming concepts.
- Skills Used: IP Development, Product Development, Character Development, Story Development, Software Development, Product Branding, Product Marketing and Corporate Branding.
- Multiple titles were published for Android and iOS.

#### *QUANTOMIC – Senior Developer*

- Start-up Company
- Building from scratch, created a standalone social commerce platform called Tagspire
- Remit: pivotal in Product Strategy, Market Strategy, Branding and LAMP Stack Development.
- Focus: coding front end of v1 web, v1 of the mobile app using FLEX/AIR, v1 of the data intelligence portal and researched/authored an internal white paper with a new adoption model and user acquisition plan.



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## EXPERIENCE

### // TEXAS STATE UNIVERSITY | SAN MARCOS 6.2008 - 2.2014

*Senior Software Engineer*

*San Marcos, TX*

- Owner end-to-end product development
- Built from scratch various pioneering educational simulators, integrated enterprise authoring tools and solid educational content.
- Leveraging 3D platforms and rich media worked cross functionally with innovative faculty members who identified a unique need for communicating their subject matter expertise.

### // BRADFORD LAWTON DESIGN GROUP 11.2006 - 6.2008

*Web Design + Dev*

*San Antonio, TX*

- Project owner: Built from scratch / green field projects
- Project: Revamp the agency's site: Creating a high end, data driven, and responsive Flash site conveying the agency's high end market position.
- Project: Developed a lightweight proprietary PHP framework to speed development, integrated a flash shopping cart with Netsuite and developed a few Flash games.

### // ATOMILUX, INC. - OWNER 5.2004 - 2006

*Software Engineer*

*Spring, TX*

- Consultancy Services - contracting working on confidential project / client
- Web, Mobile and Game Dev
- Project owner: Built from scratch / green field projects
- Branding, Design, Illustration and Web Development.
- Clients range from local companies to large publications.