

# Declan McKelvey-Hembree

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## Skills

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**Web Development:** CSS, Firebase, HTML, Javascript, MODX, MySQL, Node.js, PHP, Vue, Wordpress

**Application Development:** AR, Arduino, C#, Electrical Engineering, Electron, Java, Unity, VR

**Support Disciplines:** After Effects, Blender, Excel, Gitlab, Jira, Photoshop

## Experience

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**Senior Application Developer**, 160over90 – Los Angeles, CA

March 2022 – Present

- Shipped 30+ university websites to clients like the University of San Diego and Princeton, increasing annual giving and undergraduate applications. Yale's campaign site, For Humanity, helped Yale reach \$1.18B in annual donations.
- Developed and maintained a customer acquisition platform for T-Mobile serving 700K+ customers and 500+ T-Mobile employee users.
- Created several educational video games and provided on-the-ground support for USAA's Fort Innovate, a science museum exhibition about military inventions that toured to 10 cities nationwide.

**Application Developer II**, 160over90 – Los Angeles, CA

October 2019 – March 2022

- Architected and developed a virtual Masterclass platform for Sephora, where ticketed users could sign up for exclusive how-to livestreams from fashion influencers and then have one-on-one conversations with them in breakout rooms.
- Developed a variety of fan activities for Blizzard Entertainment's annual fan convention, Blizzcon, including fan art poster design software and printing stations, and MVP voting software that was used 70K+ times in one weekend.
- Created a reusable suite of video games and interactive experiences for the annual Army/Navy promotional football game, including a pixel art infinite runner, a Kinect football game, a Hall of Fame interactive experience, and a digital recreation of the 1962 match based on archival materials.

**Application Developer II**, Fusion Marketing – St. Louis, MO

March 2017 – October 2019

- Developed and provided on-site support for 20+ experiential activations, including creating the "Bud Light Victory Fridges", IoT devices placed in Cleveland bars which contained free Bud Light, but were locked until the Cleveland Browns won a game. This marketing stunt created 2.6B earned media impressions, 313M social impressions, and a sales increase of 500K bottles.
- Gamified customer lead intake for HSBC by creating a "Golf Swing Art" application, which used motion tracking and real time 3D rendering to turn customer's golf swings into unique, shareable works of art.
- Created a parody genetic testing site, "23 and Me", to promote the launch of South Park's 23rd season. Users could take a personality quiz and receive their "genetic matches" from among 128 characters on the show. This led to 700K+ users signing up for additional marketing from Comedy Central.

**Application Developer**, Fusion Marketing – St. Louis, MO

June 2016 – March 2017

- Developed a number of sites for Anheuser-Busch brands, including Goose Island, Elysian, and Michelob Ultra. Unified CMS systems across brands for easier cross-training and management, and built one-off microsites for special events.
- Ideated and executed the Marriott Art of Innovation, an interactive installation with 4 unique generative art experiences based on the user's heart rate, movement, and pose. This exhibit toured internationally to celebrate the launch of various new Marriott properties.
- Created the Tailgate Club platform, an integrated e-commerce experience allowing for à la carte customization and purchase of tailgate packages. Built and managed a complex inventory system allowing for bundling, discounts, and add-ons, and a daily manifest generation system for on-site fulfillment.

## Education

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**Washington University in St. Louis** – BS in Computer Science

December 2015