

# Jay Rosen

Email: studio@jayrosen.design | linkedin.com/in/jayrosenartist | github.com/jayrosen-design | www.jayrosen.design

## SUMMARY

Award-winning creative technologist and full-stack programmer with a background in studio art. Proven leader in architecting complex AI/XR applications for education, healthcare, and gaming using Unity, C#, Python, and JavaScript. Successful entrepreneur, managing a \$2M+ revenue AI data center and developing blockchain applications. Acclaimed artist with 200+ gallery exhibitions, public art in city collections, and artwork archived on the Moon.

## SKILLS

- **Programming:** C#, Python, JavaScript (React, Node, Next), ASP.NET, C++, Java, PHP, HTML, CSS, SQL, Solidity
- **Development:** Unity (AR/VR), Generative AI, Prompt Engineering, LoRA & LLM fine-tuning, TensorFlow, NVIDIA NGC (CUDA, Riva, pyTorch), Cloud (GCP, AWS, Azure) Mobile (iOS/Android), WordPress
- **Design:** Graphic Design (Adobe CC), Game Design, UI/UX (Figma, Miro), 3D Modeling (Maya, Blender)
- **Leadership:** Project Management (JIRA, Agile/Scrum), Entrepreneurship, Software Architecture, AI Strategy

## PROFESSIONAL EXPERIENCE

### UF College of Education, Application Programmer II, Gainesville, FL

06/2024 - Present

- Spearheaded the full-stack development of high-impact AI & XR educational apps and games, from authoring Game Design Documents (GDDs), architecting software, to UX data analytics, risk assessment, and final publication.
- Led the game design and development for "AR Expeditions" (iOS/Android), a key *New Worlds Reading* application, guiding a team to deliver 10+ AR games for Florida's elementary school pilot program to enhance reading motivation.
- Architected "SPARC-P," a multi-agent conversational 3D patient simulator for *UF Health Cancer Center*, by integrating NVIDIA's Digital Human platform (Riva ASR/TTS, Audio2Face, NeMo) within Unity WebGL React app.
- Engineered "VERSE" (Meta Quest/WebXR), an interactive 360° virtual tour platform for the *Florida Museum of Natural History*, co-designed with researchers and the autistic community to enhance social accessibility.
- Affiliated with Artificial Intelligence Academic Initiative Center (AI<sup>2</sup>): Lead technical workshops and present original research at conferences: AI<sup>2</sup> Summit, UF Health Cancer AI Symposium, UF Research Symposium, AI in Edu Fair.
- Co-authored peer-reviewed publications (IEEE, SITE) on the application of AR/VR in education.

### UF Information Technology, Web Developer I, Gainesville, FL

12/2022 – 06/2024

- Led the redesign and development of critical University of Florida websites (Information Technology, AI Services, IT Security, IT Help Desk, Search engine) to improve functionality and user experience (UX).
- Portfolio management of 150+ WordPress and Terminal Four CMS websites, ensuring optimal performance, accessibility, search engine optimization (SEO), and alignment with branding guidelines.

### UF Blockchain Lab, Artist in Residence, Gainesville, FL

10/2023 – 06/2024

- Instructed DeFi Dapp Development modules in "Web3 Art & Entrepreneurship" course; led hands-on workshops and guest lectures on smart contract development for Ethereum, Polygon, and Algorand blockchains.
- Contributed NFT artwork selected for lunar archive in BitBasel Space Collection (2026 NASA Astrobotic Griffin-1).
- Developed Web3 activations for 2023 BitBasel events Art with Me Festival & Lunaprize Moon Museum (Unity AR).
- Mentored students at Miami Dade College NFT Hackathon and showcased artwork at Wynwood HODLER Gallery.

### Jay Rosen Design LLC, Artist & Producer, Gainesville, FL

06/2011 - Present

- Secured multiple industry awards for developing engaging apps, including NASA 'Galactic Problem Solver', Armed Forces 'Best XR Award', InferallAI's '2<sup>nd</sup> Best AI App', Lens for Snap 'Best Holiday Effect', Meta 'Rising Creator'.
- Architected an urban planning simulation tool for Alachua County EPAC 2026 work plan, to model light pollution mitigation strategies for Dark Sky Regulations, projecting an annual county-wide energy savings of \$1.8 million.
- Commissioned by the City of Gainesville to create a geospatial AR app, "GNV Art", for Florida Association of Public Art Professionals Conference 2024, and invited speaker for "Web3 & Public Art" panel at Orlando FAPAP 2023.
- Designed permanent public art sculpture installations for the City of Ocala, UF, and Alachua County.
- Led the design of physical & virtual art exhibitions: Miami Airport Convention Center & Miami Convention Center, Orlando AR Museum, Metaverse Fashion Week, Monochronicle Metaverse Expo, and West Coast NFT Exhibition.

<b>Space Age Mining Corporation</b> , <i>Founder &amp; Data Center Architect</i> , Gainesville, FL	11/2020 – 12/2023
<ul style="list-style-type: none"> <li>Built and operated an on-premises GPU cluster (~200-TFLOPs, NVIDIA &amp; AMD; 500 TB storage), delivering HPC for AI training, 3D/video rendering and blockchain operations; grew revenue from zero to \$2M+ in 2 years.</li> <li>Advised partners on Blockchain &amp; AI strategy (infrastructure, token economics, DeFi applications) and served as an early beta tester (pre-ChatGPT) for OpenAI, Google, and Midjourney, translating insights into deployable prototypes.</li> </ul>	
<b>Interplay Entertainment</b> , <i>Game Designer</i> , Los Angeles, CA (remote)	01/2022 – 08/2023
<ul style="list-style-type: none"> <li>Co-creator of ED3N™, an AI-driven NFT videogame; authored the GDD and systems design, and produced the pitch deck, concept art, NFT artwork, gameplay trailers, and official website.</li> <li>Presented ED3N™ at premiere conferences including SXSW, NFT LA, Consensus, and DCentral Austin.</li> <li>Graphic designer to officially licensed merchandise for Earthworm Jim™ and classic Interplay™ titles.</li> </ul>	
<b>Dragonchain</b> , <i>Web3 Developer</i> , Bellevue, WA (remote)	01/2023 – 08/2023
<ul style="list-style-type: none"> <li>Developed solidity smart contracts and NextJS applications for “Drakaria”, an NFT gaming platform, in collaboration with Dragonchain and the 3D artists from Game of Thrones™ and House of Dragons™.</li> </ul>	
<b>Mirror Visionwear LLC</b> , <i>Fabricator &amp; CEO</i> , Gainesville, FL	07/2016 – 10/2022
<ul style="list-style-type: none"> <li>Produced artworks, stage design, and costumes featured in 4 national tours and 200+ gallery exhibition shows across the United States &amp; Canada, in collaboration with synth-pop band Time (2016–2019).</li> <li>Glass fashion featured in films <i>Sight Seers</i> (2016), <i>Loading Circle</i> (2017); MTV music video Lovari Automatic (2018); and appearances on news segments from ABC (2017), Bloomberg (2021), and VICE (2022).</li> <li>During COVID-19 pandemic (2020), 3D fabricated and distributed over 1,000 N95 masks and PPE to hospitals.</li> </ul>	
<b>Vivid Sky Productions</b> , <i>Marketing Director</i> , Gainesville, FL	10/2022 – 04/2023
<ul style="list-style-type: none"> <li>Directed all communications, produced creative content, and led on-site photo/video coverage for concerts and events.</li> <li>Managed advertising campaigns and ticketing platforms, selling out downtown Gainesville’s largest venue.</li> </ul>	
<b>The O&amp;P EDGE</b> , <i>Web Developer</i> , Loveland, CO (remote)	01/2020 – 05/2025
<ul style="list-style-type: none"> <li>Developed WordPress PHP plugins and C# ASP.NET applications for opedge.com, including magazine subscription software, job board, advertising system, facility search engine, CMS tools for articles, and HubSpot.</li> <li>Designed and built a database and web application for livingwithamplitude.com to track amputee athletes competing in the 2020 Tokyo Paralympics, 2022 Beijing Paralympics, and 2024 Paris Paralympics events.</li> </ul>	
<b>OPIE Software</b> , <i>Web Developer /Marketing Specialist</i> , Gainesville, FL	06/2016 – 01/2022
<ul style="list-style-type: none"> <li>Developed and managed 50+ healthcare-related websites in WordPress &amp; ASP.NET utilizing Agile Scrum workflows and contributed to the development of the OPIE Choice and OPIE Anywhere apps.</li> <li>Designed and produced graphics for marketing campaigns across conferences, magazines, advertising, and email.</li> <li>Created OPIE Face Filter, 10+ AR effects for Snapchat, Zoom, and Instagram, receiving over 2 million views.</li> </ul>	
<b>CERTIFICATES</b>	
<b>AI &amp; Machine Learning:</b> NVIDIA (Deep Learning, Model Parallelism, CUDA, NLP, Diffusion; Conversational AI); IBM (Generative AI Engineering); Google Cloud (AI & Machine Learning); Vanderbilt University (Prompt Engineering & AI Leadership); Hugging Face (Agents & MCP); John Hopkins University (AI Strategy & Project Management)	
<b>3D &amp; Game Development:</b> Unity (Essentials, Creative Core, AR, & VR); Google (UX Design, ARCore, VR & 360 Production); University of Michigan (Extended Reality); University of Pennsylvania (Gamification); California Institute of Arts (Game Design); Stanford (Game Theory I & II); Georgia Tech (Combinatorial Game Theory)	
<b>Cloud &amp; Blockchain:</b> Google Cloud (Firebase, BigQuery, & Cloud Security); Duke University (DeFi	
<b>EDUCATION</b>	
<b>University of Florida - Engineering Innovation certificate</b>	2025
<i>Coursework: Engineering Project Management, Eng. Innovation, Eng. Entrepreneurship, AI Fundamentals</i>	
<b>Santa Fe College - AS – Programming &amp; Analysis</b>   Graduated with Honors, High Distinction	2015
<b>University of Florida, BFA - Studio Art, Minor – Art History</b>   Graduated with Honors, Magna Cum Laude	2013
<b>College of Central Florida, AA – Fine Art</b>   Graduated with Honors, Summa Cum Laude	2011