MAX HENSTELL

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I'm a hardware and software engineer with experience taking complex hardware projects from concept to design, prototyping, and manufacturing. Hardware started as a hobby, which has grown into a passion that has taken me across the world, designing and learning amazing things every step of the way.

Recent Projects

Studio Surface, Livestream.com, New York, NY — 2013 - Present

Over the past year I have worked with the online streaming company Livestream on a fun hardware product - the Livestream Studio Surface. A cross between a video switcher, audio mixer, and a DJ controller, the Surface is a mix of interesting technologies in a sleek mechanical package.

I took the project from the concept stage through electrical design, prototyping, DFM, testing, and in-house production. Technologies used include motor control, TFT and OLED graphics displays, analog inputs and filtering, ARM Cortex M3 microcontrollers, USB microcontroller communications, LED control, audio DAC/ADCs, and switching/linear PSU design. I handled all aspects of electrical design, component selection/sourcing, BOM management, PCB layout, EE debugging and testing, firmware, and assembly.

Blinkytape, Blinkiverse, New York, NY and Shenzhen, China — 2012 - 2013

In late 2012, I co-founded Blinkiverse LLC with the intent to design and manufacture LED devices for interactive theater installations and maker projects. We were accepted into China-based hardware startup incubator Haxlr8r, and spent the first half of 2013 designing, refining, and prototyping our product. Our proximity to manufacturers shorted the iteration cycle and allowed us to create a quality product quickly. Blinkytape was offered on crowd-funding platform Kickstarter, where we beat our funding goal five times over.

Previous Experience

Software Engineer, Blip Networks, New York, NY — 2012 - 2013

I spent my time at Blip Networks as a backend programmer, working primarily with Python, Java, and Lua on nginx and Redis. I designed and implemented a compact system for logging and analyzing hundreds of data points, arriving at thousands per second, on inexpensive low-end AWS server instances.

IT Specialist, New York University, New York, NY — 2010 - 2012

At NYU I wrote Java and Python code in support of Blackboard and Sakai LMS software. I built and maintained Jenkins systems for continuous integration of Sakai OAE code development.

Video Engineer, The Orchard, New York, NY — 2009 - 2010

At The Orchard I handled the processing and organization of thousands of digital video assets. I implemented large storage area networks and wrote code for automating video processing.

Education

State University of New York At Fredonia — Communications / Jazz — 2009
Cum Laude

Buzzwords

Arduino, Python, Cadsoft Eagle, ARM Cortex M3 and ATMEGA microcontrollers, C/C++, USB, SPI, I2C, git/github, libopencm3, LED/motor control, Java, Processing, Muon detection, Redis, NTSC, Laserdisc

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References available on request