

# Daniel Moreno

Software Engineer and Product Designer

dmorenocuellar@gmail.com  
github.com/morendawg  
danmoreno.xyz  
(215) 866 7140

## Education

University of Pennsylvania Philadelphia, PA

Aug 2014 - May 2018

The Jerome Fisher Program in Management & Technology (3.4/4.0)

Bachelor of Science in Economics - Management (The Wharton School)

Bachelor of Science in Engineering - Computer Science (Penn Engineering)

Courses: Machine Learning, Product Design, Organizational Behavior, Mgmt. of Technology, Operating Sys.

## Employment

Snap Inc. Venice, CA

May - Aug 2017

Software Engineering Intern on the Camera Platform team

Built multiple interactive augmented reality lenses that leverage computer vision, SLAM, image segmentation and natural feature tracking technologies

Contributed to various graphics engine products that power augmented reality lens creation and integrated new features to the Snapchat application

Enclave Design Philadelphia, PA

May 2017 - present

Co-founder and Head of Design

Working with small and medium businesses and other clients as freelance web, mobile and brand designers. Client work ranges from redesigning web and mobile pages, to complete brand consulting and e-commerce solutions.

Facebook Menlo Park, CA

May - Aug 2016

Applied Machine Learning Intern on the AI Demos team

Developed a variety of iOS prototypes for new mobile interactions that leveraged computer vision, artificial intelligence and augmented reality technologies.

Built a real-time facial expression analysis engine based on state of the art facial landmark recognition.

Worked in conjunction with Facebook AI Research (FAIR) to design and train machine learning models to supplement my prototypes. Prototypes built in Objective-C with C++ backends.

Facebook Menlo Park, CA

June - Aug 2015

Software Engineering Intern through Facebook University for Engineering

Developed SixDegrees, an iOS application that connects users with two degrees of separation based on mutual interests and distance during a freshman year internship.

Designed and developed the entire frontend of the application including the UI, interaction models and branding. Application was built in Objective-C with a Parse backend.

## Side Projects

imo: iMessage application that let's you reply to messages through emoji by using your facial expression

LazyDonor: Google Chrome extension that allows you to block websites to increase productivity, but let's you temporarily unblock them by donating to a charity of choice

Pupper: webapp that uses artificial emotional intelligence to recommend breeds of puppies to adopt

Optical Flow Soccer: an iOS game that let's you juggle an augmented reality soccer ball by moving your arms and legs in front of an iPad.

Game of Votes: Google Chrome extension that swaps out names of political figures for Game of Thrones characters and locations

## Leadership Experience

NavTalent: campus director at Penn for recruiting startup that places new grads at world-class startups

Phi Gamma Delta: recruitment chair for the 2016-2017 academic year

The Dining Philosophers: leader of hacking & learning and social committees of Penn's CS club

## Skills & Information

Objective-C, Java, C++, Python, JavaScript, Git, Adobe Illustrator & Photoshop, Sketch, Blender, Unity

Native Spanish Speaker, fluent in English

Interests: Human-Computer Interaction, Augmented Reality, Film, Artificial Emotional Intelligence, Star Wars, Typography, Product Design