

# 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 use 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

Worked with small and medium businesses and other clients as freelance web, mobile and brand designers  
Client work ranging from redesigning web and mobile pages, to offering 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 in Objective-C with C++ backends

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

**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 in Objective-C with a Parse backend.

## Side Projects

**imo:** iMessage application that lets users reply to messages through emoji by using their facial expressions

**LazyDonor:** Google Chrome extension that allows users to block websites to increase their productivity, but lets them 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 lets users juggle an augmented reality soccer ball by moving their 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