Mark Busenitz

Software Engineer

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Experienced cross-platform mobile and game developer with over 15 years of expertise in SDK development, game engineering, and performance optimization. Demonstrated ability to design robust APIs, debug low-level native implementations, and deliver high-quality software across multiple platforms.

Work Experience

Senior Software Engineer | Mobile SDK Development
Glu mobile (acquired by EA) | June 2017 - Septemeber 2023

- Lead developer of centralized Advertising SDK supporting rewarded video, native ad, offerwall and interstitial ad formats. Out-of-the-box features included ad suppression rules, rule-based-frequency capping and personalized rewards. This SDK had a significant impact, resulting in millions of revenue
- Core contributor of a suite of SDKs included in EA Mobile portfolio games such as FC Mobile, SimCity BuildIt, Design Home, Golf Clash, etc.
  - Developed SDKs for multiple game engines using shared C++ code and common interfaces across platforms.
  - Built automation tools for SDK functionality verification.
  - Assisted game teams with integration issues.
  - Maintained and documented 3rd party dependencies.
  - Worked closely with QA to ensure testablitly of new features.
  - Improved firebase crash reporting by including SDK and game logs.
  - Reported and verified bugs with external teams.
  - Constantly obsessed with crash rates and stability improvements.
- Lead developer of growth initiatives with EA Mobile
  - Ideated and implemented an in-house playable ads platform for user acquisition, providing significant cost savings for the game teams.
  - Worked with the product team to develop cross-promotion functionality with attribution tracking.

Software Engineer | Desktop app development
Blurb | December 2013 - May 2017

- Developed and maintained the flagship product using the Qt framework.
- Assisted in urgent customer issues at moment's notice.
- Helped reduce the crash rate from 8% to 1.5%.
- Sped up the teams development by introducing assertions.
- Reduced upload failures by implementing a chunked uploader.
- Included a static analyzer check to the build chain.
- Reduced build time by 20% by eliminating building of 3rd party tests.
- Wrote script to automate patching and building of the Qt binaries.

Software Engineer | Desktop applications
OPSWAT | May 2013 - August - 2013

- Wrote test automation using Perl.
- Verified release candidates using virtual machines.

- Documented manual test cases.
- Fixed reported bugs.

Software Engineer | Game developer
Tricky Software | September 2007 - March 2013

- Developed high-profile iOS titles such as Spore Origins and Boggle.
- Wrote game prototypes for clients including EA, Disney and Mattel.
- Optimized in-house game engine by eliminating redundant calculations and researched possibilities of new iOS features such as dual monitor games.
- Helped the company grow from 1 to 10 employees by leading new engineers.
- Convinced stakeholders to adopt modern C++ instead of C with classes.
- Learned how to scale a shared code base targeting multiple platforms.
- Wrote Photoshop exporter plugin using JavaScript.

Skills

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- C++
- Objective-C
- Java
- Javascript, HTML, CSS
- WGSL
- familiar with C#, Kotlin, Python, Ruby, Perl, Swift, Assembly

Tools, etc.

- NodeJS
- cmake
- gradle
- Qt
- WebGPU
- emscripten
- Charles proxy
- mitmproxy

Personal Projects

MacOS applications published on the app store using following tech:

- google dawn WebGPU for graphics
- HTML/CSS/JS inside of webview for UI
- Firebase Crashlytics
- C++ and Objective C

FactorPuzzle

Simple puzzle game in which player needs to determine a number displayed as prime factors:
https://apps.apple.com/us/app/factorpuzzle/id6735880168?mt=12

Morph

Desktop clock app with animating text: https://apps.apple.com/us/app/morph-clock/id6478976578?mt=12

AutoStrings

Toy instrument with visual effects for played strings: https://apps.apple.com/us/app/autostrings/id6670216902?mt=12