Eddie Long

Cork, Ireland
eddie@edmundlong.com
https://github.com/parrotbait
edmundlong.com
twiitter.com/parrotbait

Profile

Experienced engineer with extensive cross platform app development on projects with millions of users. Proven ability to deliver quality products to tight deadlines taking a lead role as a hands-on senior developer. Knowledge of all levels of the product development process.

Broad knowledge of a wide range of technologies such as platform APIs, graphics & UI/UX, networking and C++. Keen to learn new technologies and techniques.
Very motivated, proactive in taking initiative, comfortable with responsibility and works well within a diverse team having effective, clear verbal skills.

Technical Skills

Languages (in order of experience): C++11/14, Objective C, Java, Python, Swift, Javascript, Kotlin, Bash Scripting, C#.
Platforms: iOS, Android, Blackberry, Windows Phone, Desktop.
Technologies: iOS SDK, Android SDK, OpenGLES, DirectX, OpenAL, OpenSL, GIT, SVN, Mercurial.
Tools/IDEs: Xcode, Android Studio, Visual Studio, Unity3d, Eclipse, SourceTree, Photoshop.
Third party libraries (iOS): AFNetworking, CocoaLumberjack, AppsFlyer, Fabric, FireBase
Android: Google Play Services, LeakCanary, Picasso, HockeyApp
Cross platform: libjpeg, libpng, libcurl, google test, freetype, zxing, boost

Professional Portfolio

- *Blippar:* augmented reality app & SDK and deep learning platform for iOS, Android, Windows Phone and Blackberry.
- *Football Superstars*: a popular football MMO game for the PC.
- *Striker Superstars:* a browser based casual football game created in Unity3d.
- *Singstar Dance:* a PS3 dancing game that utilises the PS Move and EyeToy camera to recognise and score your dancing.
- *Championship Manager 2010:* a 2D and 3D PC football management game.

Experience

Mobile Engineering Lead
Senior App Developer
Blippar

June 2018 - December 2018
January 2013 to June 2018
London, UK

Co-architected the AR platform which has over 50 million downloads, a developer community that crafts exciting AR experiences and has won multiple prestigious awards. Highlights include:
* Crucial role in the core team involved in all aspects of the app and SDK development process including JS, Objective C, Java public API design.
* 5 complete re-designs of the app user interface on iOS and Android.
* Took ownership of Android app, improving code quality, stability and Play Store rating from 2.6 to 3.5.

* Implemented various cross platform engine & UI features: API creation & maintenance, video recording, universal links, developer authentication (OAuth2), logging framework, telemetry systems, app state machines, localisation system, 3D graphics and ARKit/ARCore integration.
* Took ownership and integrated continuous integration via TeamCity. Introduced and developed hundreds of unit tests in C++.
* Converted duplicated platform code to shared C++ code.
* Created build scripts to drastically improve app build times.
* Developed (from scratch) the BlackBerry 10 and Windows Phone versions of the app.

Lead Mobile Developer
Mindshapes

November 2012 to January 2013
London, UK

* Reconstructed the user flow of MagicTown on iOS, added upsell mechanism and altered subscription model for customers.
* Created a new painting application on iPad to drive usage of main MagicTown application.

Senior Game Developer
CybersportsWorld

September 2010 to November 2012
London, UK

* Responsible for UI on both Football Superstars (FS) and Striker Superstars (SS) as lead UI developer.
* Created automated headless clients and test harness for Unity client and web backend.
* Developed multiple features singlehandedly for client and server side involving database interaction and KPI logging.
* As part of team assisted in localisation of 6 FS applications, itemisation overhaul and persistent timed player contracts.
* Created chat system, 3d match components, font rendering, XPath XML parsing and user & guest flow for both titles.
* Integrated webservices layer, created the build system and client deployment process for Unity client.

UI/Gameplay Developer
Sony Computer Entertainment

December 2009 to September 2010
London, UK

* Primary programmer for dance gameplay for SingStar Dance PS3 title including scoring system with difficulties.
* Integrated new PS Move controller libraries into the existing SingStar codebase.
* Assisted implementation of PS Move calibration/fitting of gestures to calibration data.
* Developed extensible gesture recognition system using positional, rotational and accelerometer device readings.

Front End C++ Developer
Beautiful Games Studio

October 2008 to December 2009
London, UK

* Was key member of Front End team throughout development and release of Championship Manager 2010 for the PC.
* Responsible for the development of game screens and components, developing a MVC-based component system.

* Created automated UI testing tool to help find UI defects and dynamic in-game XML reloading. Implemented a user input recording & playback system to reproduce defects found in-game.

Developer
October 2008 to December 2009

Learnosity Australia
Sydney, Australia

* Worked as part of a four-man team supporting the Computer Skills Test which is an online exam taken by 60,000+ high school students every year. Was responsible for maintenance of internal metrics and admin sides for the CST.
* Created a new production phone exchange system using Asterisk PBX and PHP that enables students to undertake multiple choice question exams over the phone and converse with students anywhere in the world. The system has since been awarded four international e-Learning awards.

Education

MSc Computer Games Technology
September 2006 to January 2008

Distinction
Unversity of Abertay, Dundee

* Dissertation: Enhanced NPC Behaviour using Goal Oriented Action Planning. The dissertation implemented a GOAP system approach to AI behaviour that planned actions in advance according to the agent current world state. The system was developed and analysed alongside a traditional Finite State Machine AI system to compare behaviour, ease of development, reusability and extensibility amongst other criteria.
* Core Modules: Artificial Intelligence in Games, Mathematics for Games, Programming for PC and XBOX, Console Game Development, Games Marketplace and Game Design and Development.

BSc Computer Science
September 2002 to June 2006

First Class Honours
University College Cork, Cork

* Overall average mark of 89% and received a nomination for Science Graduate of the Year in 2006 for highest mark in the class. Awarded a Motorola scholarship for highest mark in the year in 2005.
* Core Modules: Multimedia, Artificial Intelligence, Software Engineering, Databases & SQL, Operating Systems, Virtual Reality, Web Programming, Work Placement, Abstract Data Structures, C Programming and FYP

Leaving Certificate
September 1996 to September 2002

600 points
Colaiste an Spioraid Naoimh, Cork

* Received an entrance scholarship from UCC due to Leaving Certificate results. Awarded the 'Eacht an Colaiste' award from Spioraid Naoimh and achieved the Cork Chamber of Commerce award for the highest Leaving Certificate result in Economics in the province of Munster.

Interests

Active interest in iOS development and regularly pursuing personal projects.

Keen interest in golf, soccer, rugby and running.