Resume

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Professional Experience

Since 2019   Director of Engineering at **Proper AI**

Transitioned to leading the engineering department, blending visionary leadership with technical expertise in the absence of a CTO. My role catalyzed significant advancements:

- **Leadership & Growth**: Orchestrated the department's evolution, establishing its strategic direction and cultivating a high-performance team culture.

- **RPA System Development**: Led the creation of a cutting-edge RPA system, enabling cloud-based and local automations, significantly reducing manual accounting tasks by up to 90%.

- **Innovation & Product Development**: Oversaw the development of a sophisticated data infrastructure and contributed to diverse projects across engineering, product development, testing and DevOps, enhancing operational efficiency.

- **Operational Excellence & Collaboration**: Implemented a DevOps culture for improved deployment and reliability, and promoted cross-functional teamwork to align technology with business objectives.

2015 - 2019   Creative Engineer at **Google**

At Google, I leveraged my versatile skill set across a spectrum of high-impact projects, collaborating with globally recognized brands like Nike, Adidas, the NFL, and NASA. My work spanned creating immersive experiences through installations, cutting-edge websites, and virtual reality projects, each tailored to showcase the unique strengths of our partners:

- **Brand Collaborations**: Engineered memorable ad campaigns and interactive experiences for world-renowned brands, seamlessly integrating technology with storytelling to amplify brand engagement.

- **Google Cloud Advocacy**: Developed compelling demos and projects for Google Cloud, highlighting the platform's capabilities in ML/AI, instant scalability via Cloud Run, and more. These initiatives illustrated the transformative power of Google Cloud across industries.

- **AI & ML Innovation**: Contributed to the development of internal tools aimed at training the LLM behind Google Assistant, enhancing its responsiveness and intelligence, and pushing the boundaries of AI interaction.

This phase of my career was marked by a blend of creative problem-solving, technical prowess, and collaborative success, showcasing the intersection of technology and creativity to drive innovation.

2013 - 2015   Creative Developer at **B-Reel**

At B-Reel, renowned for its innovative fusion of technology and creativity, I played a pivotal role in delivering award-winning ad campaigns and interactive experiences. My work spanned a wide array of mediums — websites, mobile apps, installations, films, and AR/VR projects — catering to some of the most iconic brands globally. Highlights of my tenure include:

- **Diverse Projects**: Contributed to a broad portfolio of projects leveraging cutting-edge web and mobile development technologies. My work not only pushed technical boundaries but also set new benchmarks for immersive storytelling.

- **Award-Winning Innovation**: Many projects I was involved in received accolades, affirming B-Reel's reputation for excellence and my commitment to creative and technical mastery.

- **Brand Collaborations**: Played a key role in crafting memorable digital experiences for internationally recognized brands, utilizing a mix of technology and creativity to elevate brand narratives and engage audiences across platforms.

My tenure at B-Reel was characterized by a relentless pursuit of innovation, resulting in the creation of distinctive and engaging digital

experiences that resonated with audiences worldwide.

2012 – 2013	Freelance Developer at **Soap Creative**
2011 – 2012	Creative Developer at **Firstborn Multimedia**
2011	Freelance Developer at **Fragile Obscurity**
2006 – 2008	Flash Developer at **P&P-Medien**

2012 – 2016	Judge for the **FWA** ([Bio](#))
2013 – 2014	Judge for **Awwwards** ([Bio](#))

2022 – 2023	Advisor at **Aepnus Technology**
2022 – 2024	Advisor and Contributor at **Lassolabs**

Selection of Projects

Proper Data Infrastructure
https://proper.ai

Developed our data lake that supplies different internal tools including our own RPA tool with the information to complete accounting tasks.

RPA Tooling
https://proper.ai

A cloud based RPA tool that allowed accountants to automate up to 90% of custom tasks. It included options for a human in the loop and can record human interactions and replay them, reducing hours of work down to minutes in some cases.

Autocharts
https://autocharts.app

An AI powered data analytics tool that can explore large datasets and create charts and graphs while keeping all data private without handing it to LLMs directly. Useful for data exploration and database story telling.

Personal Sketches and Digital Doodles
https://www.instagram.com/roboshoes

Little interactive graphics.

Google Assistant: I'm feeling lucky
Context: https://www.youtube.com/watch?v=3S8cT6UPfMo (no longer available)

Voice controlled multiplayer trivia game for the google assistant. This works on Google Assistant screens as well.

NASA FDL + Google Cloud
https://showcase.withgoogle.com/nasa-fdl/ (no longer available)
Recognition: Awwwards Honorable Mention / FWA of the Day

Interactive Website that explores the search for life in the universe and the partnership between Google Cloud and NASA FDL. How can Machine Learning help in the process of finding life on other planets.

Google Earth Studio
https://earth.google.com/studio

Browser based animation tool to create high res films using Google Earth's 3D map data. This tool has been used by dozens of film makers as well as news outlets around the world.

Tabel
https://tabel.withgoogle.com (no longer available)
Recognition: FWA of the Day

Interactive 360/VR film with several storylines unfolding at once. The user is given agency by controlling which storyline to follow based on looking direction.

Alien Artifacts
https://vimeo.com/158294691

AR game that utilizes the Google Tango, an early android based AR device. The objective of the game was to roam freely while finding portals that let you jump from level to level. The portals are activated by looking orientation

Window Wonderland
https://windowwonderland.withgoogle.com/ (no longer available)
Recognition: FWA of the Day

Holiday inspired campaign to promote the spirit of the holiday season on 5th Avenue in New York to the world using high-res image sequences and 360/VR stills of famous shopping windows of world class department stores.

Pizza Authenticator
https://showcase.withgoogle.com/experiment/pizza-authenticator/ (no longer available)
Recognition: Awwwards Site of the Day / FWA of the Day

Machine Learning based micro-app that determines the authenticity of New York Style vs California Style Pizza.

Pinglr
https://play.google.com/store/apps/details?id=biz.pinglr.Pinglr (no longer available)
(Context: https://www.youtube.com/watch?v=sajO0H8Xe44)

A satirical short film and accompanying app making lite of Silicon Valley's culture of disruption and high stake start-up world.

Marblerun
https://marblerun.at

Recognition: Gold – Mozilla Game Award

Browser based game allows users to create the world's longest marble run building it section by section.

Publications

HTML5 Games Most Wanted: Build the Best HTML5 Games
https://www.amazon.com/HTML5-Games-Most-Wanted-Build/dp/1430239786

Co-authored a book about creating browser based games using only technology available in standard browsers.

Systems and methods for interactive video generation and rendering
https://patents.google.com/patent/US9924240B2/en

A patent for interactive video rendering which was implemented in a video editing tool based on real time browser rendered google maps data

Directional Audio Technique
https://www.tdcommons.org/dpubs_series/718/

A public defense for a directional audio technique is used to manage audio channels of a virtual reality environment

Education

2009 – 2012   University of Applied Sciences Salzburg
2008 – 2009   University Innsbruck