

Brian Schroer

137 Duboce Ave • San Francisco, CA 94103 • 818-357-9850 • schroer.brian@gmail.com • www.brianschroer.co

EXPERIENCE

Student, General Assembly Web Development Immersive Program

Jun 2013 - Sept 2013

Relevant projects:

- *Global Grooves Project:* Used the SoundCloud API and Leaflet Maps to display recent SoundCloud tracks on a map according to their uploader's geolocation. (in progress)
- *Tailor:* Used the Yelp and Zappo's API to build a clothing recommendation engine, which suggested specific Zappo's items for nightlife venues in San Francisco. <http://www.tailorapp.com>
- *Locale:* Used FourSquare, Twitter and Instagram APIs to build a hyperlocal app that shows various social media activities within a user's area. Built our own geo-tagged posts system with AngularJS. <http://locale.herokuapp.com>

Digital Anthropologist, AKQA, San Francisco, CA

Dec 2011 - June 2013

- Conducted qualitative and quantitative research to help develop digital products, web applications and digital advertising campaigns.
- Performed ethnographic research for clients to unveil consumer behaviors and attitudes.

User Operations Associate, Yelp! Inc, San Francisco, CA

May 2009 - Aug 2010

- Interacted via email with users of the Yelp website and Yelp mobile applications, providing instructions and information for best utilizing the website's products and services.
 - Advised Yelp product team and developers on designing the Yelp website to be more user-friendly.
-

EDUCATION:

General Assembly, Web Development Immersive Student

June 2013 - Sept 2013

- Completed a three month full-time immersive web development course.
- Gained proficiency in Ruby on Rails, HTML, CSS and JavaScript/jQuery.
- Built applications using JavaScript frameworks including: AngularJS, Underscore.js and Node.js.

University College London, University of London

2010-2011

M.Sc. in Digital Anthropology (Graduated with Distinction)

Relevant Coursework:

- *The Anthropology of Games and Simulation:* Surveyed the rapidly growing field of digital games and simulations, including online games, augmented reality and other emerging trends.
- *Digital Anthropology Core Course:* Examined digital technology in the contemporary world.

University of California, Berkeley

2006-2008

B.A. in Socio-Cultural Anthropology (Graduated with High Honors, GPA: 3.9)

SKILLS

- **Proficient technologies:** Ruby on Rails, HTML5, CSS, JavaScript, jQuery
- **Learning:** Underscore.js, AngularJS, Node.JS
- **Other skills:** Radian6, MRI, PowerPoint, InDesign, iMovie
- Proficient in Spanish