Brian Schroer

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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 recommending 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 Angular.JS. 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