

# Charlie Van Norman

charlievannorman.com (650) 440-5445

---

A recovering entrepreneur with a passion for VR/AR, I wear many hats and lean towards biz dev/sales roles. I am flexible, metrics driven, and focused – I believe immersive tech is set to revolutionize the medical industry in training and patient care.

Highlights from my previous startup (2013 - 2017):

## PROJECT MANAGER

- Formed product vision and team
- Successfully developed and launched 2 math games that resulted in 25,000 users
- Organized 25+ user test events
- Co-managed a Kickstarter campaign raising \$48,000
- Hired and managed 8 employees and interns

## CREATIVE DIRECTOR

- Lead game designer
- Math as foundational game mechanics
- Emergent, Turing-complete game behavior
- In-game level editor
- Produced 3 product showcase videos

## BUSINESS DEVELOPMENT

- Closed 4 distribution partners
- Partnered with gurus Dan Meyer, Jo Boaler who helped validate and popularize our brand
- Partnered with local math department leads at progressive middle schools
- Built initial community and customer base with 50+ Bay Area schools
- Participated in 10+ math education conferences

## FULL STACK DEVELOPER

- Unity3D front-end game mechanics and behaviors across 200+ unique game objects
- C# back-end game architecture layer
- Full web stack on AWS, ubuntu, Apache, Django, Python, MySQL, HTML, jquery, js, css
- Javascript API for compiled WebGL <--> Django/SQL functions
- Built a runtime editor layer for live content creation and sharing
- Wrote command line tools for one-button deployment and testing

## EXPERIENCE

**2017** Extended Reality Consultant  
I help startups to find b2b market opportunities for VR and AR, and to discover, spec, design, and build applications in the space.

**2016 - 2017** Co-founder, Super Math World - Imaginary Number Co  
- Developed a tool for creating, editing and sharing levels  
- Designed and built the game mechanics and game architecture  
- Built the full web stack on javascript, python/django/AWS  
- Formed key partnerships with distributors and math celebrities

**2015** Contractor, Mouse Brain Explorer - 3Scan  
VR mouse brain navigation game for Exploratorium

**2013 - 2016** Tech program director - Synapse Middle School  
- Directed the afterschool technical program for three quarters  
- Designed curriculum for and managed a math summer camp

**2013 - 2016** Co-founder, Mathbreakers - Imaginary Number Co  
- Co-founded the company and recruited a team  
- Prototyped and tested early games to find product market fit  
- Traveled to local schools to establish our first customer base

**2012** Entrepreneur, Start Up Chile  
Built a startup resources hub for finding investors, local events, incubators, competitors, customers, and employees

**2011** Contractor, Code Hero - Primer Labs  
Lead developer and designer of Code Hero, an FPS game that teaches javascript by modifying the game itself during gameplay using eval()

**2010** Founder - Fractal Games  
- Hired and managed art team  
- Partnered with programmers for game logic  
- Produced two iOS titles, Santa's Last Stand and Bank Defense

**2009** Property Manager - Alexander Forrest  
I rehabilitated two failing complexes with 60 and 110 units, including lease up, rent collections, repairs, materials budgeting, and hiring and managing staff, leading to the profitability of both properties and the sale of one property.

## **EDUCATION**

- |                    |  |
|--------------------|--|
| <b>2010 - 2012</b> | San Francisco State<br>M.B.A. Entrepreneurship program (dropped out to found a company)            |
| <b>2010</b>        | Urban Land Institue<br>Real Estate Development Program   |
| <b>2001 - 2007</b> | Cal Poly Pomona<br>B.S. International Business<br>2 years Mechanical Engineering + Physics classes |
| <b>2006</b>        | Salamanca, Spain<br>Immersive Spanish program and business classes                                 |
| <b>2002 - 2003</b> | Beijing, China<br>International student program<br>Taught English on the side                      |