Charlie Van Norman

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My specialty is 3D immersion products, including medical, educational, video games, and VR/ AR. As a former startup founder, I offer a deep understanding of your challenges and vision, and a strong drive to advance the company's goals.

I wear many hats, and would prefer to focus in one area.

My roles at Imaginary Number, 2013 - 2017:

PROJECT MANAGER

- Led formation of founding team and vision
- Published 2 math games to iOS, PC, and web, totaling 25,000 users
- Systematically tested and iterated the product
- Co-managed a Kickstarter campaign raising $48,000
- Hired and managed a total of 8 employees and interns

CREATIVE DIRECTOR

- Lead 3D game designer
- Reimagined math as foundational game mechanics
- Engineered emergent, Turing-complete game behavior
- Produced 3 product showcase videos

BUSINESS DEVELOPMENT

- Built initial customer base with 50+ Bay Area schools
- Closed 4 distribution partners
- Closed a seed invetsment round
- Partnered with math education celebrities Dan Meyer and Jo Boaler

FULL STACK DEVELOPER

- Unity3D front-end game design and programming
- In-game level creator / editor
- C# game architecture
- Full web stack -- AWS, ubuntu, Apache, Django, Python, MySQL, HTML, jquery, js, css
- Command line tools for automated 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, competitiors, 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

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