

Charlie Van Norman

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A recovering startup founder who has shipped multiple titles, driven to create awesome experiences and interactions in VR/AR. Seeking a role to deliver immediate value designing and developing in Unity3D, with opportunity to improve as a project manager, business strategist, and leader as the company grows.

At Imaginary Number (2013 - 2017), my accomplishments fall under four main roles:

FOUNDER

- Established product vision and team
- Successfully developed and launched 2 math games that resulted in 25,000 users
- Presented at math ed conferences including CMC, TEKS, EdSurge, and local districts
- Hosted 25+ test events with partners including Hacker Dojo, Coder Dojo, Hack the Future
- Co-managed a Kickstarter pre-order and merchandise campaign raising \$48,000
- Hired and managed 8 employees and interns

CREATIVE DIRECTOR

- Defined a new math game style using platformer/shooter mechanics and elementary math
- Designed a linear story driven game experience through multiple math subjects
- Designed seamless, approachable gameplay without wordy explanations or prerequisites
- Designed core mechanics to reveal emergent math properties including state machines, sequence generation, Pascal's triangle, and multivariate algebra
- Designed an in-game level editor, which we then used to create the game levels
- Directed and produced 3 product showcase videos

BUSINESS DEVELOPMENT

- Closed distribution partners including HSBC, EduGamesKart, Educents, TeacherGaming
- Added math celebrities Dan Meyer and Jo Boaler to the board, which led to 200+ teacher sales and gave credibility and recognition to our brand
- Added 3 local math dept. leads to our board, leading to school partnerships and investors
- Visited 50 schools in Bay Area to build our initial client base and teacher relationships
- Reached out to 40+ journalists who wrote 7 articles including GameSpot, Huffington Post

FULL STACK DEVELOPER

- Unity3D C# front-end game interactions, mechanics and behaviors across 200+ unique game objects
- Unity3D C# back-end game architecture layer to standardize game asset properties and interactions
- Full web stack on AWS, ubuntu, Apache, Django, Python, MySQL, HTML, jquery, js, css
- Wrote a javascript API to communicate between compiled WebGL build and Django/SQL
- Built an in-game 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

2010 - 2012	San Francisco State M.B.A. Entrepreneurship program (dropped out to found a company)
2010	Urban Land Institute 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