Charlie Van Norman

charlievannorman.com (650) 440-5445

With a background in ed-tech and startups, I am now pursuing the VR and AR space. I'm especially interested in b2b applications including: corporate HR training, medical device training, immersive patient therapy, hazardous environment simulators, and aptitude assessment games. I am available for consulting and full-time work.

At my previous startup, my work
falls under four major roles:

BRAND MANAGER

- Successfully developed and launched 2 math games that resulted in 25,000 users over 4 years
- Presented at math ed conferences including CMC, TEKS, EdSurge, and San Mateo, Los Altos school districts
- Hosted 25+ user test events with local partners including Hacker Dojo, Coder Dojo, Hack the Future, and after school programs
- Co-managed a Kickstarter pre-order and merchandise campaign raising $48,000
- Hired and managed 8 employees and interns

CREATIVE DIRECTOR

- Defined a new style of educational gameplay, merging object based sandbox play and elementary math
- Designed a linear story driven game experience through multiple math subjects
- Designed mechanics to be approachable and playful without any overt explanation
- Designed the basic object set to produce emergent properties including state machines, sequence generation, Pascal's triangle, and multivariate algebr
- Designed an in-game level editor
- Directed and produced 3 product showcase videos

BUSINESS DEVELOPMENT

- Closed 5 distribution partners including HSBC, EduGamesKart, Educents, TeacherGaming, Filament
- Added two math celebrities to advisory board, Dan Meyer and Jo Boaler, which led to 200+ teacher sales and gave credibility and recognition to our brand
- Added 2 math department leads to our board, leading to school partnerships and 3 investors
- Visited 50 schools in Bay Area, resulting in dozens of playtests and 2 of our first contracts
- Reached out to 40+ journalists who wrote 7 articles including GameSpot, Huffington Post and EdWeek

SOFTWARE ENGINEER

- Unity3D C# game interactions, mechanics and behaviors across 200+ unique game objects
- Unity3D C# game architecture layer to standardize game asset properties and interactions
- Full web stack using AWS, ubuntu, Apache, Django, Python, MySQL, HTML, jquery/js, css
- Javascript integration layer to communicate between Unity game build and Django/SQL
- In-game editor layer for live content creation and sharing
- Command line tools for one-button deployment and testing

EXPERIENCE

2017   Extended Reality Apprentice
I build and demo prototypes at local events in SF, and have been exploring the b2b landscape by interviewing consultants, startups, and content studios.

2016   Co-founder, Super Math World - Imaginary Number Co
- Developed a tool for creating, editing and sharing levels during gameplay
- 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   Tech program director - Synapse Middle School
- Directed the afterschool technical program for three quarters
- Created and marketed a math summer camp, and hired two friends to run it

2013   Co-founder, Mathbreakers - Imaginary Number Co
- Co-founded the company and recruited a team
- Prototyped and tested early games to find product market fit
- Became a door-to-door salesman to schools in the valley
- Co-ran the kickstarter campaign raising $48K

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 you 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.