

Dimitri Darras

Curriculum Vitae

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Teaching – Adjunct Faculty

SUNY Westchester Community College, Web Design I, Summer 2010

SUNY Westchester Community College, Game Design Pre-College, Summer 2008; Summer 2009

CUNY LaGuardia Community College, Web Animation, Fall 2009

CUNY LaGuardia Community College, Web and Multimedia Design, Fall II 2010

Education

The Greenhill School, Dallas, TX

Diploma, 1992

Pre-college achievements:

National Merit Commendation

AP Scholar with High Honors

Piano: \$1,500 in prize money, placing first and second respectively in concerto competitions, Mozart's Concerto in D K466, Beethoven's Concerto No. 3 in C, by memory, second year of study.

American Farm School Greek Summer 1991 Alumni – assisted in building a concrete village road

Oberlin College, Oberlin, OH

BA Comparative Literature, (French and German), GPA 3.1, 1996

Major Focus: Poetry of Rainer Maria Rilke and Charles Baudelaire in the original French and German

High-level course work toward second major in economics (incomplete)

Additional undergraduate studies:

Oberlin in Strasbourg, Strasbourg, France Fall 1994

Université de Strasbourg, Sciences Humaines (Marc Bloch)/L'Institut de Traducteurs, D'Interprètes et de Relations Internationales

Course work completed in International Relations, French, German, and Modern Greek

University of Texas at Austin

Summer course work in calculus and German

New York University, School of Continuing Education

Certificate in Multimedia Studies, 1997, GPA 3.3

New York University, Tisch School of the Arts, Interactive Telecommunications Program

Master's of Professional Studies, 2006, GPA: 3.8

Completed 2-years terminal master's degree at NYU ITP, one of Business Week's Top Design Schools

Thesis: Island/Ithaca, a meditation on communal virtual space using interactive 3D mobile phones/voiceXML, web programming and video archive. Digital space contained multiple independent 3d actors as sprites controlled by voice or cell phone (<http://Voiceto3d.blogspot.com>). Video archive exhibited at DUMBO Artist's Loft, Brooklyn, NY. Software scripts (PHP, Perl, MySQL) and documentation released to Interactive Telecommunications classmates and subsequently on personal web site as simple how-to for gaming and marketing applications.

Additional graduate work:

New York University, School of Continuing and Professional Studies

Center for Advanced Digital Applications

Coursework in 3D modeling and animation

Work

Production Web Freelancer, New York, NY – 01/1997-01/1999

Successfully managed multiple clients, projects, and high-profile deployments at the dawn of the Internet. Applied hands-on production, art, and logic skills to advertising and new media projects.

- Built small clientele in emerging new media sector in New York
- Coded Panasonic.com's first digital cameras web pages for Renegade Marketing (Dentsu)
- Designed page elements and worked in production on multimedia/animation elements
- Coded Brother P-Touch promotions
- Assisted in production on iVillage.com investor relations materials and intranet specs
- Coded pages for Bank Street College of Education
- Created production work for Webzeit Inc. and their client Harper Collins – Shockwave Flash game interface design

Web Developer, The Carson Group (Now a division of Thomson Reuters), New York, NY- 02/1999-12/1999

Created pixel-perfect corporate web site layout and production at the onset of new media and important investor relations web properties, Irchannel.com and JP Morgan's ADR.com. Adhered to continuity guidelines years ahead of web design standard. Assisted with implementing scripts that pushed the limit of JavaScript at the time. Rendered Illustrator and PhotoShop layouts as faithfully as possible and conained margin of error for browser rendering by rigorously testing on a bank of computers and screens.

- Received performance bonus shortly after starting

- Adhered to strict department production and continuity guidelines for web sites and intranets in the investor relations, biopharmaceutical, American Depository Receipts, and IPO businesses
- Mastered HTML layout and the first versions of Adobe Flash
- Coded interface elements to pixel-perfect specifications
- Worked with text editor grep patterns established by Senior Developer
- Mastered Mac OS and the art of cross-platform, cross-browser web and application testing
- Created department web site in accordance with design documentation and art direction in Flash from scratch under rapid deadline and with tangible results (project launch: one month)
- Assisted with miscellaneous departmental IT requests and provided solutions whenever possible
- Attended industry conferences and followed best practice guidelines on the emergent web
- Consulted design manuals and resources such as Communication Arts
- Participated in company social and team-building events
- Provided smooth transition for successor

Reason for departure: Opportunity at startup

Web Producer, Parlo.com Inc. New York, NY - 01/00-01/01

Established production standards and assisted in start-up mission in every capacity possible, namely hand-coding a significant portion of the web site front-end content, flagging potential errors, utilizing expert Flash knowledge to its fullest, learning about back-end architecture and needs, training junior designers and vested parties in production techniques learned in prior engagements, and adapting to change in a fast-pace, rigorous production environment.

- Developed technical front-end solutions for e-language learning web site
- Assisted with editorial and content supervision
- Developed multimedia content and Flash banners for site homepage
- Created multimedia content for foreign language learning web site
- Collaborated with Producers and Trained Editors in basic production technique
- Coded first version of paid content pages
- Encoded audio content and XML
- Assisted in front-end development for multilingual pages
- Scripted front-end of web site
- Created marketing materials and graphics
- Edited sound files and managed world music section on web site

Reason for departure: Large-scale company layoff

Web Producer, Natixis Bleichroeder Inc. Groupe Banque Populaire (formerly Arnhold & S. Bleichroeder and Associates), New York, New York, NY, 02/01-06/04

As the lead creative in a company of roughly 350 and 250 respectively post re-organization, led in-house branding and production initiatives for web pages properties and products including mutual funds with over \$5 billion under management and client-specific web-based applications. Gained an in-depth understanding and optimized front-end work for a BEA Weblogic/JSP architecture. Project managed several web initiatives using a combination of documentation (Visio and MSWord) with systematic meetings and interviews. Assisted with ongoing company IT needs ranging from disaster documentation to help-desk work such as potential virus eradication, code translation from French to English, and batch processes.

- Received annual bonuses and two raises respectively
- Created branding (graphics and information design) for Mutual Funds/Asset Management firm
- Initiated Mutual Funds web site development and created project plan and proposal
- Built two Intranets based on aggregated content from diverse departments
- Illustrated process flows and created application icons and preview screens in Illustrator
- Wrote project proposals, project plans and scope for Intranets and internal web sites
- Designed Critical Business Recovery (Disaster Recovery) documentation and web site
- Assisted developers with Unix server administration and documentation
- Scripted front-end web interactivity and navigation, and wrote project specifications
- Researched competitive web analysis in Mutual Fund and Asset Management industries
- Created 3-D specifications for server schematics and Visio flow chart, letterhead, and batch processes
- Assisted with project archiving, backup, and document retrieval
- Integrated mapping and multimedia content into corporate intranets
- Provided smooth transition for successor

Reason for departure:

Acceptance and attendance at New York University's Interactive Telecommunications Program

Associate Director, Art Gotham, NY, NY Winter/Spring 2006 (part-time)

Graduate School part-time job during entailing sales, administration, operational, clerical work, office cleaning, wireless networking, carpentry assistance, cataloguing, general gallery management, cash and payroll, artist and client relations

Reason for departure:

Completion of graduate studies in the fall of 2006

Principal, Co-founder, & Interaction Designer, combinedstory Inc. (Subsequently re-organized and thereafter Darleon Inc., a sole proprietorship), **New York, NY 06/2006-12/2007**

Founding principal and co-owner of a virtual worlds/virtual reality consultancy that generated business for 14 months in the nascent real-time virtual reality industry. Serviced Fortune500 companies with successful and lauded projects on the Second Life platform and widely downloaded resources (12,000+), wrote co-branded research and information on interactive 3D. Created, installed, and sold serious game content to Cisco Systems together with lead partner, The FutureWork Institute. Created pioneering branded content on the platform for Yahoo! AOL, CBS and other notable media brands.

- Closed pivotal client Rocketboom and delivered project requirements to specification, namely machinima animation on the Second Life platform for leading media-tech video blog, Rocketboom Inc. (viewership roughly 350 000).
- Created winning design to close Fortune500 diversity and generational consultancy the FutureWork Institute. Delivered design and content creation for client to and beyond specification. Designed 3D content, look-and-feel, objects, models, design document, map, and interactive components for the FutureWork Insitite in Second Life – one of the longest running (four years and counting) and fully realized corporate virtual reality simulations.
- Solidified Second Life Developer designations (among the first 50 in the world vetted).
- Realized original work for Yahoo!, Advertising Week, and Cisco Systems on the Second Life platform consisting of talent management, 3D modeling, scripting, and logistics
- Created branding and look-and-feel for combinedstory Inc., including letterhead, business cards, blog design, web design and coding, web animation, portfolio art direction, copy for marketing materials, artist outreach, and miscellaneous office management tasks.
- Assisted with business logistics and internal documentation including business memos, strategic goal-setting, customer relationship management, calls, follow-ups, e-mails, tutorials, blog posts.
- Attended industry conferences and provisioned for co-founder to attend several more in the interests of stretching company resources to the maximum and valuing ongoing education.
- Spoke at Faith Popcorn's Brain Trust research panels and at Drury Design Dynamics on marketing trends and applications in virtual worlds
- Assisted with presentation materials and content at television professional's event
- Led real-time virtual meetings for The FutureWork Institute and their Fortune 500 clients
- Trained users in 3D conferencing and software
- Animated promotional videos for Saatchi & Saatchi Health and Wellness

Reason for departure: Split company and founded sole-proprietorship with the proceeds

Darleon Inc. (ongoing – sole proprietorship)

Consultant, Developer

Incorporated second company focusing on client-driven and highly usable design, code, and project planning for a variety of clients in industries ranging from business-to-business, to entertainment, to education. Garnered credits on important non-profit and media web sites such as Tribeca Film and Cultural Equity and expanded services to areas such as conference support and visualization technology. Managed two freelancers and outsourced to numerous design partners. Developed two stand-alone products in the social networking and virtual reality space (dogtxt.com and sourceofthenilestudios.com). Contributed financially to open-source 3D initiative, OSGrid.org. Established vision in 2010 for game development and entertainment products on the Adobe Flash platform and related web technologies.

- Excelled at web development, virtual worlds content creation, and education
- Hired and managed videographers, programming, and production freelancers
- Wrote budgets, proposals, research and marketing materials for business generation
- Presented at professional panels and consortia
- Created front-end programming and PHP-style CMS customization for Tribeca Film Festival (2008 and 2009)
- Programmed XML to Flash feeds and Yahoo! Maps for Tribeca Film widgets
- Programmed and QA'd AS2 to AS3 migration for a large animation company
- Created logo and branding for Average Labor and pages on the .NET framework
- Animated promotional videos for venture capitalist Kevin Kimberlin
- Created proposals and corporate documentation including product lifecycle and management documents
- Documented all programmatic and design work in concise and well-formatted documentation
- Created and subsequently open-sourced visual conference tool for the FutureWork Institute
- Spoke at health-care conference on Twitter and social media
- Shaped goals and information architecture for two start-ups
- Built prototypes and proof-of-concept for clients
- Established formal and legal partnership and negotiated equity in a virtual worlds product to be launched in 2012

Accomplishments

Endurance:

2005 New York Road Runners, New York City Marathon Qualifier (nine races)

Completed the New York City Marathon, time roughly 5 hours

2008 New York Road Runners, New York City Marathon Qualifier (nine races)

Completed New York City Marathon

Artistic:

Thesis video archive "Island/Ithaca" featured at DUMBO artist's Loft, Brooklyn, New York, NY
Art Gotham Red Show "Light/Maze – Red" (Associate Director of the gallery at the time) New York, NY

Writing:

Personal Essay on South Africa's First Free Elections, [The Christian Science Monitor](#), 2004
McKee Writing Seminar (two completed full-length scripts "Jackknife" and "Black Harvest")

Production:

"DollarsandSense" Digital video – 15 mins, Winner of Two Boots Slam, New York, NY 2004

Industry Associations & Arts Patronage:

New York Usability Professional's Association
Member since 2007

MIT Enterprise Forum of New York
Member since 2007

New York Augmented Reality Meetup Member

MoMA Junior Associates (mid 2000s)

International Exposure:

Greece (personal background and heritage: high degree of cultural competency, basic language faculty)
France (university system exposure, high degree of linguistic and cultural competency)

Interests:

Classical music from the late classical era, classic rock and hard rock music from the 70s, New Wave music from the 80s, trance techno from the early 1990s, film from the 1970s, fiction from the 60s-90s, personal and expository writing, reading the Wall Street Journal, New Yorker, Wired, Inc. Fortune, and the National Geographic, tinkering around with electronics, emerging tech, and animation, running.

Business and Technical Skills – Self-Assessed

Writing – General Business	Expert
Writing – RFPs/Proposals	Expert
Writing – Business Plans/Product Lifecycle	Moderate
Writing - Marketing Materials	Moderate
Writing – Copywriting	Basic/Moderate
Writing – Strategic Research	Advanced
Writing – Qualitative Research	Basic/Moderate
Accounting/Financial Modeling	Basic/Beginner
Business Logistics/Daily Management	Moderate
Office Management	Moderate/Advanced
Customer Relations Management	Moderate
Presentations and Talking	Moderate/Advanced
IT	Moderate
PC Faculty, XP, General Windows	Moderate/Advanced
PC Hardware Installation	Basic/Moderate
Mac OS	Advanced
Computer Networking	Basic
Web Development – CSS	Expert
Web Development – HTML	Expert
Web Development – Flash	Advanced
Web Development – Flash ActionScript 3.0	Basic/Moderate
Web Development – JavaScript	Advanced
Web Development – XML	Expert
Web Development - JavaScript Frameworks (Mootools, JQuery)	Basic/Moderate
Web Development – PHP	Basic/Moderate
Web Development - Perl	Basic/Moderate
Web Development – JSP	Basic
Web Development/Animation – Processing	Basic/Moderate
Web Development - SQL/Database Design	Basic
Web Administration – PHP/MYSQL	Moderate
Web Development: Yahoo! Maps	Moderate/Advanced
Web Framework – Java	Basic
Web Framework - Eclipse/Flex	Basic
Web Framework – Text Editors (TextPad, BBEdit, etc.)	Expert
Web Framework/CMS – Joomla	Basic/Moderate
Web Framework/CMS – Wordpress	Basic
Web Framework/CMS – Clickability/Velocity	Advanced
Electronics – PicBasic/Breadboard/Circuits	Basic/Moderate

Electronics - Sensors	Basic
Design –Adobe Illustrator	Advanced
Design – Adobe PhotoShop	Advanced/Expert
Animation – Adobe Flash	Expert
Animation – Maya	Moderate
Fabrication/Rapid Prototyping: Woodwork	Moderate/Advanced
Fabrication/Priming Models for 3D Printing	Basic
Drawing	Basic/Moderate
Video Encoding	Advanced
Video Editing (Premiere, iMovie)	Basic/Moderate
Video Editing (Camtasia)	Expert
Video Embedding and Scripting	Expert
Video Production – Project Management	Basic/Moderate
Video Production – Staging and Light	Basic/Moderate
Sound Editing (Audacity, Adobe Sound Booth)	Basic/Moderate
3D Design – Maya7.0	Moderate/Advanced
3D Design Second Life/OpenSim	Expert
3D Design and Development – Virtools	Moderate/Advanced
Print Design and physical signage	Basic/Moderate
Project Management	Moderate/Advanced
OmniGraffle/Wireframing	Expert
Visio/Word Wireframing	Moderate
Powerpoint	Moderate/Advanced
Google Docs	Advanced
Microsoft Sharepoint	Basic/Moderate
SEO (Search Engine Optimization)	Basic/Moderate
Game design and Serious Game Design	Moderate/Advanced
Math	Moderate
Logic	Moderate/Advanced
Usability Training/Knowledge	Basic/Moderate
Foreign Languages: French	Advanced/Expert
Foreign Languages: German	Basic/Moderate
Foreign Languages: Greek	Basic/Moderate