



# David A. Schmidt

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## PROFESSIONAL EXPERIENCE

Jan – Oct 2018

**Superunion**, <http://www.superunion.com>

Freelance Technical Consultant, Hamburg, Germany & Berlin, Germany

Building of digital taskforce in collaboration with client management, strategy and creation, Evaluating processes and workflows, Customer contact and guidance from a technical perspective, Technical project management

### Projects

- Swiss Delice

Jul 2016 – Dec 2017

### Freelance

Freelance Developer & Consultant, Hamburg, Germany

Development and programming of clients', as well as my own projects (backend/frontend). Technical consulting and support.

### Clients' projects (synopsis)

- Gerry Weber
- SOAP +AND SONS

### Own projects

- ZUGSPITZE 360° - <http://www.zugspitze360.com>

Feb – Jun 2016

**Yours Truly**, <http://www.yourstruly.de>

Consultant Technology, Hamburg, Germany

## Projects

- European XFEL
- Avex Automotive
- Bauwelt
- NIVEA Men

Aug 2013 – Feb 2016

## Freelance

Freelance Developer & Consultant, Hamburg, Germany

Development and programming of clients', as well as my own projects (backend/frontend). Technical consulting and support.

## Clients' projects (synopsis)

- QVINT - Front-end architecture and development of a photography e-commerce platform. - <http://www.qvintphoto.com>
- Dokyo - Interim project management and technical support for several Unilever projects
- Fisherman's Friend - CRM Tool for annual birthday compliments.
- Google - Demo for Google's Enterprise Day: A fictional brand revolving around supply and logistics focused to showcase the added value Google technology in particular Maps, Search, Apps and Compute Engine can provide. Several examples based on Google APIs.

## Own projects

- Polyshare - Utility for easily sharing GPX tracks, in beautiful Material design - <http://polyshare.org>
- Getmapped/at - A public tool that receives Swarm check-ins in real-time and puts them on a map, which is configurable and ready to be published where one want it to be. - <https://getmapped.at>
- Futurejazz - Platform for rebroadcasting David Bassin's weekly radio shows - <http://futurejazz.com>
- Views - Contributed hundreds of photo spheres to the Google Maps Views program. - <https://www.google.com/maps/views/profile/113750533748883690330>

Jul 2012 – Jul 2013

**DDB Tribal**, <http://www.ddb-tribal.com>

Group Head of Creative Technology, Hamburg, Germany

Key involvement in the establishment of a multidisciplinary "Prototyping" department, which primarily had a technical focus. Advisory work on various

committees, task forces, as well as for the customer. Prototyping of ideas.

Jan 2009 – Jul 2012

### **Freelance**

Freelance Developer & Consultant, Hamburg, Germany

Development and programming of clients', as well as my own projects (backend/frontend). Technical consulting and support.

### **Clients' projects (synopsis)**

- Ben & Jerry's - Google Maps mashup for accurately locating the Fair! Ice Tour Bus during the 2 months enduring campaign rolling through Switzerland, Austria and Germany. Based on Google Latitude and Google+, locations and updates were refreshed every minute and broadcast to users desktop or mobile devices - <http://fairicetour.de>
- Interone - Interim project management for several BMW projects
- Volkswagen - Prototype for visualizing cars on mobile platforms. Built in HTML5, the work presents the exterior and interior of a sample car. Customizable features, it also includes a day/night mode.
- The Children Museum - Installation and set-up of two Magic Planets - <http://www.scm.org.eg>
- Volkswagen - Frontend-Development of the campaign website for the market launch of the compact car Volkswagen Up! - <http://up.de>
- Success Charter Network - Program to map and allocate addresses of NYC students
- MINI - Rollout of country-specific websites
- Unilever Germany - Technical support in the launch of campaigns and product pages of the DOVE brand
- Dokyo - Interim project management for several Unilever projects
- O2 Germany - Online survey
- Haus der Natur - Installation and set-up of Magic Planet - <http://www.hausdernatur.at>
- Koch, Neff & Volckmar - Frontend-Development of a white-label shopping system for publishers and merchants
- Express Travel International - User interface and templates for a traveling portal - <http://expresstravelinternational.de>
- Production of websites for Robert Woge, Jack Culcay, LIRIo Japan, 123buero, StudioC/E, Markus Seidel and Vodafone Mitgliedschaft

### **Own projects**

- Chuchichechocha - a project for presenting random and occasionally magic

locations on planet Earth via satellite imagery at their highest available resolution. - <http://chuchichechocha.com>

- Foursquare Map - Development of an easy-to-use, open-source Google Maps mash-up, which pinpoints recent Foursquare check-ins. - [https://github.com/individual8/4sq\\_map](https://github.com/individual8/4sq_map)
- Tangile - Development of my own, licensable content management system, demo available - <http://t7even.com/tangile/demo>
- TreePrint - Development of a web service for the output of large-scale ancestors and descendants trees, both in PDF format and as print. Still in development.

Jan 2007 – Dec 2008

**Interone**, <http://interone.de>

Technical Project Manager, Hamburg Office, Germany

Responsible for leading and coordinating a team of application and Flash developers within the technical unit. Conceptual elaboration and outlining of technical solutions and solution statements, assistance in developing and programming client projects, controlling the generation of exterior and interior imagery based on three-dimensional models, creation of installer programs for various desktop applications. Technical consulting and support of clients (including on-site), quality assurance and bug fixing, presale support (calculations and cost estimates).

### **Projects**

- BMW - Application for visualization of exterior and interior features, as well as specific configuration of vehicles at the BMW dealer. Biannual extension by new cars and functions.
- BMW - Various interactive applications for user terminals in the BMW Welt
- Oldendorff Carriers - Flash-based application for the Magic Planet, a spherical projection screen
- Production of 3D imagery for various BMW projects

Apr 2005 – May 2006

**Fork Unstable Media**, <http://fork.de>

Technical Manager, Berlin Office, Germany

In charge of managing inhouse development team. Technical consulting and support of clients (including on-site), assistance in developing and programming client projects, conceptual design of client requirements, and in non-technical

aspect as well. Worked on Fork's technical profile and orientation, screening of new technologies and trends.

### Projects

- adidas - Campaign website for the French Open (Roland Garros)
- adidas - Multi-lingual site for the outdoor brand
- Transmediale - Website and movie trailer for the Arts and Media Festival
- Elternhaus - Website of Unifaith Fragrance MoslBuddJewChristHinDao
- SportScheck - Expansion and maintenance of the site and various campaign websites
- The Federal German Agency for Civic Education - Expansion and maintenance of the Project P website
- Various internal projects (e.g. <http://fork.de>)

Nov 2001 – Mar 2005

### Freelance

Freelance Developer, Berlin, Germany

Development and programming of client's, as well as my own projects (backend/frontend). Technical consulting and support.

### Clients' projects (synopsis)

- Websites for Melitta, Berlin Philharmonic, Le Meridien Munich, ELSA Switzerland and Triad
- Frontend templates for BMW Welt Management System and Fritz Radio
- Philip Morris - Intranet

### Own projects

- Yay Hooray! World Map - World map with locations of Yay Hooray! members
- Yay Hooray! Birthday - Birthday reminder service for Yay Hooray! members
- Subproletariat.de - Blog

Nov 2001 – Mar 2005

**McCann-Erickson Communications House**, <http://mech.de>

Freelance Lead Developer, Berlin Office, Germany

Development and programming of client projects (backend/frontend).

Consulting and support of the inhouse development unit.

### Projects

- Christian Democratic Union (CDU) - Website of chairwoman Dr. Angela Merkel

- Christian Social Union (CSU) - Website of Dr. Edmund Stoiber, candidate for chancellor
- Christian Democratic Union (CDU) - Website of Peter Harry Carstensen, prime minister candidate of Schleswig-Holstein
- Christian Democratic Union (CDU) - CD-ROM with archived media content of the campaign
- Deutsche Post: Dialog Specials - Interactive CD-ROM to support sales talk
- Siemens - Various campaign websites for mobile and non-wireless phones
- Schering - Various campaign websites for pharmaceutical products
- T-Online: christmas campaign - Campaign website

Jul 2004 – Jan 2005

**FDTdesign**, <http://fdtdesign.com>

Freelance Developer, NYC Office, New York, USA

Development and programming of client projects (backend/frontend).  
Consulting and support of the inhouse development unit.

**Projects**

- InSite\_05 - Website of the multi-national Arts Festival of San Diego and Tijuana with extensive, especially for the event developed content management system
- AgoraXchange - Website and forum for the online community

Oct 2000 – Nov 2001

**Frog Design**, <http://frogdesign.com>

Developer Digital Media, Berlin Office, Germany

Development and programming of client projects (frontend).

**Projects**

- Heidelberger Druckmaschinen - Styleguide for digital products
- Issey Miyake & Dai Fujiwara: A-POC Making - Campaign website
- Shimano: 50+ study - CD-ROM with interactive content
- Websites for Elixia, Neun Live, Update.com, United Metro Mags and Gloocorp

May – Oct 2000

**PopNet Kommunikation**

Web Application Developer, Munich Office, Germany

Implementation of Gauss Enterprise's content management system VIP 5.0 for

BMW Germany, Analysis and semi-automated adaptation of BMW.de and its multitude of dealer sites as preparation of integration into VIP 5.0, on-site backup of project relevant data.

## EDUCATION

Apr 1999 – May 2000

**SAE Institute**, <http://www.sae.edu>

Berlin, Germany

Diploma Multimedia-Producer

Sep 1988 – Jul 1998

**Goethe-Gymnasium**

Freiburg, Baden-Württemberg, Germany

Major in French and fine arts.

Promoted to Freiburg Seminar, <http://www.freiburg-seminar.de>: Scholarship in computer science.

## PROFESSIONAL SKILLS

### Process/Design

- Extreme Programming (XP) and Agile/Iterative Processes  
Object-Oriented Design and Design Patterns, Functional Programming

### Languages

- PHP, Perl, Python, Ruby, Java

### Related Technology

- HTML5, Javascript, CSS, Polymer, Node.js

### Tools & Frameworks

- jQuery, MooTools, Dojo Toolkit

### Databases

- MySQL, MS SQL, Oracle

### Development Environments

- Eclipse, IntelliJ IDEA, Apache, Tomcat, git, Subversion

## **CMS**

- Drupal, TYPO3, WebEdition, MediaWiki, Imperia, Gauss Interprise VIP, OpenCMS, MovableType, Wordpress

## **OS**

- Desktop: UNIX (Linux, FreeBSD) networking and administration, Windows, MacOS
- Mobile: Android, iOS

## OTHER SKILLS

### **Languages (deprecated)**

- ActionScript, Lingo

### **Related Technology (deprecated)**

- XML (XPath, XSL, etc.), JSP, ASP

## LANGUAGES

### **German**

- Mother tongue

### **English**

- Advanced knowledge; Fluent in speaking, reading and writing skills

### **Spanish**

- Advanced knowledge

### **French**

- Basic knowledge

## REFERENCES

The following people may be contacted for confidential references:

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