

LIRON LERMAN

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Professional Website: www.socialdynamicslab.com

Augmented and Virtual Reality Product Manager and Designer

AUGMENTED AND VIRTUAL REALITY WORK EXPERIENCE

2015-Present **Augmented Reality Anatomy** *Entrepreneur*, New York, NY

- Collaborating with physicians to develop adhesive augmented reality body markers to project patients' anatomy onto themselves.
- Designing augmented reality app for neuroscientists that demonstrate electric activity in various regions of the brain.

2014-2016 **Clifford Ross Studio (Artist Studio)** *Augmented and Virtual Reality Product Manager*, New York, NY

- Managed a team to design and develop the *Invisible-Art* app complementing Clifford's *Landscape: Seen & Imagined* art-book by triggering AR and 360° immersive experiences (VR) off of the art. Available on Google Play and Apple App store.
- Designed virtual reality experiences that encompass Clifford's Ross' signature *Harmonium Mountain* artwork.
- Designed a large-scale augmented reality experience for Clifford Ross' art installations presented at Massachusetts Museum of Contemporary Art (MASS MoCA).
- Developed the technology which triggers augmented reality artwork off building facades in NYC. The technology meshes geo-location tracking, 3D object recognition, current time, and local weather to achieve hyper-realistic AR image blending.

2015-2016 **HMOCA Dialogues**, *Augmented Reality Product Manager*, Herzeliya, Israel

- Initiated an AR app for Herzeliya Museum of Contemporary Art which encourages visitors' dialogue around the various art exhibits.
- Devised a barcode system that tags dozens of exhibits with a unique exhibit code using VuMark and cloud recognition.
- Implemented a data-warehouse that imports users facebook info and stores their comments and length of engagement with each exhibit.
- Developed an online dashboard for the museum admins to view users analytics, moderate users comments and send notifications.

2012-2014 **The Fisherman's Dilemma**, *Augmented Reality Game Designer*, New York, NY

- Designed and developed an augmented reality multiplayer game based on the "tragedy of the commons" in which players fish from a finite but slowly growing pool of fish.
- Initiated a unique "flow engine" that controls key variables based on players' behaviors to increase duration of engagement.
- Designed a data warehouse that captures players' statistics for future analysis.

BUSINESS INTELLIGENCE WORK EXPERIENCE

2014 **SuperDataResearch** (Games industry reporting) *Business Intelligence Product Manager*, New York, NY (FT Summer Internship)

- Designed and implemented a business intelligence dashboard and a data warehouse that display statistics from thousands of games.

2013 **TreSensa**, Inc. (HTML5 Game Engine and Distribution) *Business Intelligence Product Manager*, New York, NY (PT Intern)

- Devised a reporting system that gathers advertisement revenue and in-app purchase data from several sources.

2010-2012 **TriTek Solutions, Inc. (Technology Consulting Firm)** *Project Manager*, New York, NY (Full-Time)

State of Tennessee - Department of Safety and Homeland Security, Project Manager, Nashville, TN

- Implemented Business Intelligence solutions to create automated reports for senior management.
- Gathered requirements and wrote the products' functional specifications that guide the System Development Life Cycle (SDLC).
- Designed custom software applications that improved efficiency and effectiveness of specific client operations.

Medco Health Solutions, Project Manager, Franklin Lakes, NJ

- Supervised the development of a system analyzing Medco clients' medical histories to identify additional market opportunities.
- Analyzed and optimized the product data warehouse and analytical engine rules hierarchy.
- Created an interactive management report that presents prescription drugs' distribution data visually.

EDUCATION

2012-2014 **New York University Tisch School of the Arts** *Graduate Student*, New York, NY

Masters of Fine Arts in Game Design;

2004-2010 **Columbia University** *Undergraduate Student*, New York, NY

Bachelor of Arts in Economics and Political Science;

SKILLS AND LANGUAGES

Game Design: Unity3D, Qualcomm Vuforia, Oculus Rift, Autodesk Maya, Adobe Photoshop and Illustrator.

Business Intelligence: Pentaho, Tableau, IBM DataCap (Certified), Pega Architect (Certified) and Google Analytics.

Programming languages: C#, JavaScript, openFrameworks, PHP, MySQL, Excel VBA

Languages: English (Fluent), Hebrew (Fluent), German (Proficient)