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Education Highlights

PhD Student, Computational Media Design–2020 - present

- Continuing research in extended reality (XR) building on master’s work. Targeting game engine development and real-time rendering. Additional integration of bio sensor feedback and real-time interactions for training scenarios for critical care workers. Research entails a digital twin learning platform for mastery of physical procedures and spatial imitation through XR.

Master of Science, Computational Media Design - 2019

- Completed an interdisciplinary program that bridges computer science and art. Returned to school in the fall of 2017 to pursue XR research (VR, AR, MR) building on extensive interactive experience developing skills in game engine authoring and programming (iOS, Unity and Unreal). Developed additional knowledge and expertise in 3D asset pipelines working with modeling, physically based (PBR) texturing, lighting, and rendering. Implemented photogrammetry into projects from object capture to processing to optimization and game engine integration.

Bachelor of Fine Arts, Photography - 1994

- Learned the Zone System for black & white photography based on Ansel Adams’ methodology. Honed traditional art skills in drawing, animation, figure sculpting, and composition. Self-taught digital tools (Photoshop, Illustrator and Director) to create capstone interactive project.

Career Highlights

Vital XR

- Co-founded a health sciences start-up for medical training using extended reality. Introduced a unique hybrid physical 3D designed and printed mannequin combined with AR and VR for real-time guidance, performance tracking, and debriefing. Won a \$200K CDN fellowship for 2 years to capitalize the company and bring the AR/VR prototypes to MVP stage, assess market opportunities, and commercialize.

Razorback Media

- Built Razorback Media, a successful digital interactive contracting and consulting service for corporations, agencies, and individuals. Interact directly with clients, agencies, designers, and developers, fulfilling multiple roles: project and account management, strategy, IA, UX design, front-end development, motion design, team lead. Client list includes Case NY, Critical Mass, Blast Radius, Fry, Estee Lauder, Aveda, Valentino, Penguin, Warner Bros, Kidoodle.TV and CTV.
- Developed multiple learning modules for ADLC (Alberta Distance Learning Centre) for junior and senior high school programs. HTML5 interaction, tracking, and gameplay were key components. Created a drag-and-drop C# application to automate bulk transformations of legacy content (XML & images) ported to the Moodle LMS in HTML5.
- Support and custom development of a C# .Net web application for Accountant Templates Inc (i.e. Jazzit). Managed AWS using Windows Server and Microsoft SQL. Custom development of PHP and MySQL rebuild. Integrated with Moneris transaction services.

- Architected and implemented DRM video delivery for PC and mobile for Kidoodle.TV. Prototyped Adobe Media Server implementation on Amazon Web Services (AWS), custom PhoneGap plugin for iOS, and custom OSMF player for PC/Android delivery.
- Created and support multiple WordPress sites from install to design and customization.
- Flash lead for Estee Lauder’s Origins brand China launch and subsequent U.S. re-design based on the Chinese implementation. Worked closely with U.S., Chinese and Indian development teams creating interactive & motion templates for localization.
- Lead architect and implementer of Valentino Flash-based online brand presence. Created proprietary CMS to establish online brand, motion style, and best practices for updating and maintaining Valentino’s digital content.
- Lead Flash architect and motion designer for CTV’s Corner Gas site integrating real-time messaging, avatar chat rooms and gameplay with Adobe Media Server.

Critical Mass

- Key role in the original launch of the NikeiD shoe customization web application and *winner of the Grand Prix at the Cannes Cyber Lions in 2000*. One of the first web-based personalization applications the discoveries applied to work on similar sites ranging from Nokia’s Vertu mobile phone to other retail applications for P&G, Dell, and Mercedes Benz.
- Lead rich media architect for Mercedes Benz online & offline interactive campaigns.
- Dell rich media advisor overseeing rich application development and establishing companywide guidelines and best practices via white papers and other company mandated documentation.
- Managed Flash team overseeing in-house motion designers, developers, and external contractors.

Karo

- Managed interactive development team overseeing all digital campaigns (Campaign Monitor, MailChimp), implementation (proprietary, SharePoint, WordPress, Drupal) and quality assurance.

ATB

- Led automated testing for new front-end implementation of all banking services. Ran assorted automated acceptance test suites over LAN and WAN integrated systems for quality assurance.

Employment History

2021-present	Co-founder, CTO	Vital XR Inc, Calgary
2004-present	Interactive Media consultant	Razorback Media Inc, self-employed, Calgary
2008-2009	Interactive Technical Director	Karo Design, Calgary
2001-2004	Manager Rich Media	Critical Mass, Calgary
1999-2001	Senior Rich Media developer	Critical Mass, Calgary
1997-1999	New Media developer	Axia NetMedia, Calgary
1997	Senior Graphics Designer	Outrider Multimedia, Calgary
1994-1997	Systems Analyst	Alberta Treasury Branches (ATB), Calgary

Client Samples—www.nacinteractive.com

- Razorback Media: Valentino, BMW, Estee Lauder, Aveda, Warner Bros., CTV, CBC, Penguin Books, MonaVie, MoMA, [Kidoodle.TV](#), [Jazzit](#), [Vital XR](#)
- Karo: Calgary Stampede, Enmax, Enbridge, Smart Technologies
- Critical Mass: Mercedes Benz, Dell, NASA, Nike, Procter and Gamble, Albertsons, Nokia, Samsung

- Axia NetMedia: Microsoft, Mayo Clinic, SportChek, Government of Canada, Royal College of Nursing

Student Samples—www.nacnotions.com

- [Uplift](#)
- [Xscape](#)
- [Emerge](#)
- [Bury The Wren](#)
- [SketchFab 3D objects](#)

Main strengths

Management

- Direct client account manager for multiple industry verticals
- Project manager on high-profile marketing and development teams
- Team lead on multi-location global and local online initiatives
- Fiduciary responsibility for corporation

Creative

- Apply and understand fundamental design, UX and animation principles
- Motion design expert from interactive experiences to video
- Extensive experience working closely with design teams to ensure clarity of design intent, integrated workflow, communication of technical considerations, and production of accurate estimates
- Knowledge and experience in design, photography, digital imaging, video & audio production, and professional digital applications: Adobe CC Photoshop, Illustrator, After Effects, Davinci Resolve
- Knowledge and experience with 3D tools and processes: Cinema 4D, ZBrush, Blender, Maya, Octane renderer, Adobe Substance 3D, RealityCapture, SketchFab, Unity, Unreal, Quixel
- Photogrammetry using DSLR and RealityCapture
- Unity PBR texturing, lighting, and animation

Technical

- Experienced developer, leader, mentor and manager with a diverse knowledge base
- Effective bridge between creative and technical team members
- Video compression, streaming, and DRM playback via web and apps
- Architect and develop dynamic online rich media experiences
- Knowledge and experience with gaming paradigms
 - Unity
 - C# development
 - AR—Varjo, HoloLens
 - VR—Varjo, Oculus, Vive Pro and SteamVR
 - Unreal
 - Blueprints, animation, PBR pipeline
 - AR/VR – Varjo
 - iOS
 - ARKit
 - SWIFT

- Android
 - ARCore
 - JAVA
- Experience developing for assorted XR hardware and software stacks
 - iOS and Android devices
 - ARKit and ARCore
 - HTC Vive Pro, Valve Index
 - SteamVR
 - Meta Quest 2
 - Oculus SDK
 - Varjo XR-3
 - Varjo SDK, SteamVR
 - Microsoft HoloLens 1 & 2, HP Omnicept Reverb 2
 - Windows Mixed Reality
- Knowledge and experience with web-based programming methodologies and platforms: HTML5, CSS3, JavaScript, PHP, MySQL, LAMP, MAMP, WAMP, XML, JSON, C#, .Net, .ASP, Java, .JSP, GitHub, SVN.
- Content Management System (CMS) development (e.g. proprietary, WordPress, Drupal, SharePoint)
- Implemented cloud services on Amazon Web Services
 - Windows & Linux
 - EC2, S3, SES
 - Adobe & Wowza Media Server
 - Amazon Polly voice services
- DRM solutions integrated with web and iOS devices (Xcode, PhoneGap)
- Expert in Adobe Animate, programmatic, and key frame animation

Education

1994	BFA - Photography	University of Calgary
1995	IBM Warp Server Administration Certificate, Quality Assurance ATF training	
2019	MSc-Computational Media Design	University of Calgary

Volunteering/Hobbies

University of Calgary

2018-2020 – Video consultant – Science Ambassadors

2017-2022 – Graduate Students Association (GSA) – Labour Relations Pilot committee, Academic Review representative, Joint Work Health and Safety representative, Faculty of Science representative, Recognition Committee

2019 – Inaugural Labour Relations Committee chair – established Terms of Reference, recruited faculty representatives, served on the Student Leadership Committee, advised student employees on labour regulations and responsibilities

2020 Amazon Web Services Student Ambassador

Ongoing - Maria Montessori Education Centre–field trips, video production (special events & productions)

For fun - Biking, badminton, baseball, football, exercising, photography, film, family time