

MARK D. GROSSNICKLE

SUMMARY

Hard-working problem solver with 15 years of experience in interactive media; not only as a developer, but also as an entrepreneur and leader.

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PROFESSIONAL EXPERIENCE

MindTrust

June 2019 – Present

MindTrust patented Teams as Service (TaaS), which pairs client projects to teams created from their 'mindtrust' of experts.

SVP of Games/XR

- Built a diverse team of gaming and XR veterans from EA, Zynga, Ubisoft, MagicLeap, etc.
- Splits time between coding, project management, business development and grant writing.

Taqtile

Feb. 2016 – June 2019

Taqtile, a Microsoft HoloLens launch partner & a Magic Leap grant winner, has built a multitude of AR/VR applications.

XR Team Lead

- Oversees all AR/VR projects for HoloLens, Mixed Reality, Magic Leap, and ARKit.
- Client-facing technical role for clients including the PGA, thyssenkrupp, AT&T, Real Madrid, Cleveland Cavaliers, Ernst & Young, US Air Force, Microsoft, and Raytheon.
- Transitioned HoloMaps into a licensed platform that has customers in three continents.
- Studied garment industry in Shanghai & built an AR clothing app to reduce design costs.

Kihon Inc.

Jan. 2011 – July 2015

Founded by former Sony Online Entertainment executives, Kihon released 4 games over multiple platforms & target demographics.

CEO & Founder

- Raised over \$2 million in funding, led by Rick Thompson of Signia Ventures.
- Split time between engineering duties and managing the 15 man studio's Scrum pipeline, financial runway, business development, marketing, HR, and community outreach.
- Engineering duties included all aspects of the client stack, game logic, & server integration.
- Launched Four Titles:
 - Dojo Danger: Physics arcade game. Awarded Apple's Top Feature. [ObjC]
 - SketchPhrase: Social drawing game. Hit the Top 10 Free Chart. [ObjC]
 - Baby Monkey: Endless runner. Reached #1 Kids Game & 1.7M downloads. [ObjC]
 - Conquest: Hardcore PvP card strategy game for Steam, iOS, & WP8. [Unity3D/C#]

Sony Online Entertainment

June 2010 – Jan. 2011

Sony's Tucson game studio which published 'Wildlife Refuge', a [Top Ten Facebook Game of 2010](#) as rated by Adweek.

Client Engineer

- Part of the agile team that created 'Wildlife Refuge', a social city builder with time gates, social sharing, collectibles, exploration, and viral mechanics involving mating monkeys.

Butler University,

Spring 2010

A small liberal arts university that was named a "Best in the Midwest" college by *The Princeton Review*.

Adjunct Instructor - "Online Portfolio"

- Wrote & taught a custom curriculum to help students find, apply, and secure employment.

The Basement Design + Motion

April 2008 – May 2010

Advertising agency that created 2D/3D interactive content for the web and TV. Clients included KFC, Verizon, & Transitions.

Lead Flash Developer

- Oversaw the technical aspects of all interactive projects by meeting with clients, recommending solutions, estimating production time, and ensuring deadlines were met.
- Mentored team members on technical architecture, coding practices, and debugging skills.
- Technical Lead on National Silver ADDY award-winning game for KFC, 'Surf the Crowd'.

Simulex Inc.

May 2006 - April 2008

A consulting company that creates agent-based simulations for the government & private sector.

Systems Engineer – User Interface Team

- Developed visualizations for multi-million dollar DoD contracts used in live war zones.
- Received CEO's "Team Player Award" for consistently exceeding expectations.

DEVELOPMENT SKILLS

Current Pipeline

C#, Unity3D, Visual Studio, Git, Scrum

Current Platforms

Hololens, Magic Leap, VR, Mobile

Past Languages

ObjC, Java, ActionScript, Javascript, Swift

Past Platforms

Steam, Facebook, Flash/Web, UWP

EXTRACURRICULARS

Digital & Tabletop Judge, Serious Play Conference. 2020

Speaker, Mixed Reality Developer Summit

Presented on Unity Debugging and Optimizations for the Hololens. June 2018.

Mixed Reality Toolkit Community Shiproom, Microsoft

Assisted Microsoft in maintaining its open source Mixed Reality Toolkit (MRTK).

Technical Writer, TopTal

Hired to write TopTal's Unity3D Hiring Guide: <https://tinyurl.com/y422s6x7>. Fall 2016.

Mixed Reality Academy, Microsoft

Alpha class graduate and later a guest speaker at Microsoft's academy for its partner program

EDUCATION

Butler University, Indianapolis, IN

Bachelor of Science: Media Arts

Minors: Computer Science, Business

May 2005

