

Dan Kim

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Summary

I have over 12 years of experience in hands-on development, project management, digital marketing, and functional leadership across corporate, consulting, and agency environments. I have lead a variety of digital marketing and technology teams in delivering dozens of successful projects on time and on budget.

Education

Indiana University, Bloomington, IN - B.S. Business, Concentration in Computer Information Systems [December 1999]

Skills

- ▶ Significant experience in all phases of digital marketing process and delivery: development of strategic vision and goals, user experience methodologies, visual design creation and refinement, and development
- ▶ Strong background and interest in technology trends and innovations: mobile (mobile apps, responsive web design, iOS, Android), web development (HTML5, design techniques and systems), social networking (capabilities, strengths/weaknesses), and hardware and software (desktop, mobile, tablets)
- ▶ Extensive experience in project management techniques, including various methodologies (waterfall, iterative, agile), schedule and timeline management, estimations, resourcing, and budget management
- ▶ Technical expertise rooted in a traditional, disciplined SDLC background. Comfortable developing and executing upon business and functional requirements across a wide variety of system architectures and needs
- ▶ Broad experience managing a variety of personalities and careers in both agency and corporate environments, in teams ranging from 5-15 people
- ▶ Technical development experience with iOS and Objective-C, Java web development (JSP, Struts, JSF, Hibernate), MySQL, Oracle, Mac OS X, Windows, UNIX, Basic Ruby on Rails, HTML/CSS/Javascript

Recent Experience

1. Senior Project Manager (Contract) @ [Designkitchen](#)

September 2011 - Current

As a member of Designkitchen's client services team, I'm able to take an on-the-ground role in shaping and executing digital marketing projects to success. I am currently managing projects for three high value clients: HP, Best Buy, and the University of Chicago Booth School of Business. On each project I have been responsible for day to day client communications and nurturing of the business relationship, project schedules and budgets, oversight and direction on all project phases (strategy, user experience, design, development), and managing Designkitchen's internal team to project completion. My technical background has been a key point of optimization for these projects and has helped to streamline the delivery of them.

Key Accomplishments

- ▶ Best Buy - Launched 6 brand new Facebook tabs and 2 custom YouTube experiences under significant time and process constraints. As DK's first set of work with Best Buy, these launches set a crucial, positive precedent for the relationship.
- ▶ HP - Launched HP's Real Steel multi-channel campaign (microsite, digital banners, social media), which required significant coordination of multiple agencies and stakeholders (HP, Disney, Intel).
- ▶ Booth - Continuing to manage the project toward launch, an approximately ~\$1mm account. We have successfully completed the strategic discovery, technical discovery, user experience, and design concept phases on time and on budget.

2. iOS Developer (Contract) @ [Eight Bit Studios](#)

February 2011 - August 2011

Eight Bit is a technical and creative agency in Chicago, and I was a contributing iOS developer for their various clients and projects. I've executed development on iPhone and iPad projects that have required the use of various frameworks and concepts, including Core Data, Media Framework, Address Book, touch events and gestures, custom table UI, mail and SMS integration, Facebook API integration, and game logic.

Key Accomplishments

- ▶ Led the development of an emergency contact management iPhone app that allows users to alert a group of contacts via SMS and email, sending their geo-location and an emergency message in a single tap. The app leveraged the Core Data, Address Book, and Messaging APIs.
- ▶ Contributed to the development of the iOS version of a Playskool photo sharing app where users could select photos and apply a variety of frames and other graphical treatments to their photos, then publish to Facebook. The app leveraged a wide variety of touch events and gestures, the Media Framework API, and integration of the Facebook API.
- ▶ Contributed to the development of the Field Museum's [Specimania](#) iOS game. I was primarily responsible for creating the game engine, which required significant development of gameplay rules, logic, and Core Data integration.

3. Director of Technology @ [Designkitchen](#)

February 2008 - January 2011

Designkitchen is a fast-paced 100+ person interactive digital agency with big brand clients such as Motorola Solutions, HP, Burger King, and the University of Chicago. I was responsible for leading all areas of technology, including functionally managing the technology team, providing technical insights and strategies, managing project delivery to meet client goals, evaluating partners and solution vendors, developing key digital strategies for new and existing clients, and examining technology trends and innovative solutions.

My team executed development and QA across a variety of platforms, including HTML-based front ends, Rails and .net back ends, mobile apps, and mobile web. In addition to client deliverables, I was also responsible for the functional and operational management of a team of 8-12 developers. Those tasks included managing the team's performance and careers, as well as recruiting and budgets.

Key Accomplishments

- ▶ Our primary account focus was Motorola Solutions, and we successfully launched a number of initiatives for them, including the brand new motorolasolutions.com, the global release of their highly-anticipated [ES400 product](#), and numerous other campaigns
- ▶ Delivered a number of other large brand site experiences ranging from consumer products to virtual games to healthcare. Some work that my team delivered included crushyourstyle.com, craftsman.com, caremark.com, clubbk.com, huggiesmominspired.com, and lifefitness.com.
- ▶ Operationally responsible for a large portion of capital expenditures, including hardware/software purchases and freelance budget management
- ▶ Functionally reorganized the technology team and defined consistent career paths and goals across various levels and skill sets

Earlier Experience

1. Manager, Software Engineering @ [Thomson Healthcare](#)

June 2005 - January 2008

At Thomson Healthcare we were leading up the development of a product named [CareDiscovery](#), which provided performance metrics for healthcare facilities. This application allowed hospitals to evaluate their procedural outcomes in a variety of areas with the goal of improving their overall performance. I originally joined the company when it was a small 500 person company called Solucient, and shortly thereafter Thomson Healthcare acquired us.

My role at Thomson was a 70-30 split between management and hands on development of the CareDiscovery product, respectively. That product was very data heavy and ran on WebSphere Portal (webapp), Cognos (reporting engine), and Oracle (database). My development time was spent coding core libraries in Java for the webapp that executed Cognos reports, while my functional time was spent in requirements gathering/documentation and technical analysis and design.

Functionally I managed a team of 6 developers on both the WebSphere and Cognos teams and was responsible for their performance as well some high level career management.

2. Senior Java Web Developer / Business Analyst (Contract) @ Various Clients

September 2002 - May 2005

I spent about 3 years as an independent Java and Documentum web developer and Business Analyst for a number of clients, including Abbott Laboratories, McDonald's and [Allant Marketing](#).

My work at Abbott was a blended role of developer and business analyst. I performed a variety of technical functions on Documentum including running in-depth queries and reports, performing upgrades and patches, developing new modules, and working with Documentum directly on support. Additionally, I was responsible for the execution and development of standardized processes in support of any Documentum work.

The McDonald's project was the most interesting. They were building a suite of analytics tools to improve the performance and efficiency of their stores. These tools would monitor peaks and valleys of efficiency throughout the store, and work to align the workforce to the appropriate stations. The webapp and reporting engine were 100% custom Java apps, and my role was to help develop the data to webapp interface/bridge.

Allant was a direct marketing company that was building a variety of internal Java CRM webapps to support their marketing initiatives. The applications relied primarily on parsing and writing XML as the data interface, and this was the portion of the app that I worked on.

3. Senior Consultant @ [Braun Consulting](#) / Fair Isaac

January 2000 - August 2002

Braun was a full service technology consulting firm specializing in web development and business intelligence projects. I joined Braun as my first job out of college. I met some of the best people I've worked with in my career, and it gave me a solid foundation of technical skills to build on.

The majority of our work was for large pharma clients such as Biogen and Pfizer. We executed a number of development projects for those clients, primarily using Documentum and BEAs WebLogic app server. The projects were typically customer-facing portals or internal document management tools. One of our major achievements were the simultaneous launches of [avonex.com](#) and [msactivesource.com](#), built on a unified platform and codebase on WebLogic Portal.