STEVE LUX
CREATIVE & CODER

ABOUT ME

Theory and standards have their place but the User is king. I'm a human centered builder and creator who understands people are at the heart of any product, platform, app, logo or illustration. I savor challenges, innovation and out of the box thinking. I'm comfortable handling difficult clients, communicating clearly with developers and creatives. I appreciate and honor camaraderie with my coworkers and especially with management and clientele. Whether it's code or creative I apply: user needs, strategic thinking, problem solving and business objectives.

PROGRAMMING LANGUAGES/FRAMEWORKS

C#, .NET, PHP, MYSQL Admin, SQL, HTML, Canvas, CSS3, SASS, Javascript, ReactJS, Angular, Lodash, EventEmitter, Jest, JQuery, JQueryUI, AJAX, JSON, Ember, Apache 2, SVG, XML, XSLT, REST, C (Arduino), ExtendScript, HLSL/Cg, JAVA SE, PERL, MVC, OOP, C3 charts, D3 charts, CodeIgniter

SOFTWARE KNOWN

Unity3d, Maya, XCode, Eclipse, Brackets, PHPmyAdmin, PHPStorm Photoshop, Illustrator, InDesign, Audition, After Effects, Premier, Text Wrangler, Apache FLEX, Flash Pro, SourceTree, ExtendScript Toolkit

WEB SKILLS

UI, UX, Web Design, Front End Web Development, Back End Web Development, Information Architecture, Application Architecture, API authoring, Unit Testing, Linode, Git, BitBucket, SSH, Debian Admin, NPM, Brew

CREATIVE SKILLS

UI, UX, Creative Direction, Concepting, Illustration, Corporate Identity, Branding Style Guides, After Effects Editing, Logo Design, Print Design, Brochure Design, Collateral Design, Ad Design, Copywriting

MOBILE/GAME DEV SKILLS

UI, UX, Application Architecture, Application Development, Animation, 3D modeling/UV mapping/rigging, Testing, Analytics/Tracking, Unity Cloud Build, Unity Ads, AdMob, Firebase, Cutscene Direction, Native Plugins, Arduino Hardware/Coding

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// Prevailion Inc   9.2018 - Present

Full Stack Developer: Helping this promising startup build a prototype from the ground up was a very welcome challenge. The stack was ReactJS, Create React App 2, Axios, Node EventEmitter, Custom Routing, jQuery, Luxon, LoDash, Popper, Jest, Enzyme, Chokidar SCSS, custom CSS framework and elegant custom UI animations/transformations. Unit Tests were written for component renders, state changes, methods, API calls, Event Emissions and Receptions. The end result was an amazing, elegant and unique UI that told stories with our data that no chart, spreadsheet or server log ever could. Our customers, our board and our seasoned investors were impressed.

Creative Director: This position honored me with the task of leading a team that formulates and maintains our User satisfaction with Visual Brand, Marketing Materials, Platform UI, UX and our ground breaking and industry unique Visual Security Language (VSL). Our success depends on our tightly coupled relationships with Marketing, Sales and Tailored Intelligence. What we produce augments and amplifies and relevant stories about our company, platform and the rare edge we can give our customers.

// Atomilux Inc   7.2017 - 8.2018

There were a variety of creative and development contracts executed as I moved into doing contract work for my customers full time. Two notable large clients were:

Carnival - Senior Developer: We were developing a mobile Casino Table manager for Android devices utilizing a cutting edge proprietary proximity detection sensor network with the Unity3d game engine. Customers in proximity would show up in the UI and render virtual avatars with custom photos, any age restrictions and customer name. Customers could then have the dealer scan their NFC wrist bracelets and be added to the table. The stack was Unity3d C#, JSONObject, LeanTween, Native Android NFC libraries, RabbitMQ a REST driven NodeJS API and a SOAP driven API. I was the lead for this app and coordinated with a talented team of developers and alongside other agencies.

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Max Digital - Full Stack Web Developer: This well run shop needed help finishing out a flagship product that streamlined the auto sales process with a fully integrated mobile/desktop system that allowed sales managers to track if a test drive was in progress, if financing was in process and if a sale was completed. The end product was shelled inside iOS/Android but served up via internal browsers vs native code. The stack was Angular 1, jQuery, Lodash, Bootstrap, UI Slider (customized by me), input field masking, .NET and MySQL. I coded alongside multiple devs for primarily front end dev and also authored a few .NET APIs.

// Talus Investments Group 1.2014 - 5.2017

Prevailion - Senior Developer: This startup involves an intelligence platform that handles predictive threat analysis. I architected a vision with complete UI/UX and then built a v1 prototype LAMP stack with front and back end development.

Korporeal Games - Senior Developer: We launched a mobile gaming company and created proprietary Intellectual Properties and a host of unique gaming concepts. Skills used: IP Development, Product Development, Character Development, Story Development, Software Development, Product Branding, Product Marketing and Corporate Branding. Multiple titles were published for Android and iOS.

QUANTOMIC - Senior Developer: At this startup we created a standalone social commerce platform called Tagspire. My role was pivotal in Product Strategy, Market Strategy, Branding and LAMP Stack Development. I coded the front end of our v1 web, v1 of our mobile app using FLEX/AIR, v1 of our data intelligence portal and researched/authored an internal whitepaper with a new adoption model and user acquisition plan.

// TEXAS STATE UNIVERSITY | SAN MARCOS - Developer   6.2008 - 2.2014
Here at TXST we created many ground breaking educational simulators, integrated enterprise authoring tools and solid educational content. Leveraging 3D platforms and rich media we worked closely with innovative faculty members who saw a unique need for communicating their subject matter.

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// BRADFORD LAWTON DESIGN GROUP - Web Designer   11.2006 - 6.2008

My first task was to revamp the agency's site. Our end result was a high end data driven, responsive, Flash site that communicated our high end market position. While there, I also developed a lightweight proprietary PHP framework to speed development, integrated a flash shopping cart with Netsuite and developed a few Flash games.

//ATOMILUX, INC. - OWNER   5.2004 - PRESENT

This small consultancy services clients needing: Branding, Design, Illustration and Web Development. It's clients range from local companies to large publications.

Additional work history available upon request.

//------------------------------- CONTACT INFO -----------------------------

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