

# J. Benjamin Gotow

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## Objective

A role crafting user-facing software in an environment that values continual innovation and allows me to draw on my skills in both development and user-centered design.

## Experience

### Project Manager, CMU Capstone Project: 3M *Spring 2011–Present*

- Managing a team of five masters students conducting field research exploring the use of technology in Pittsburgh-area classrooms to find opportunities for 3M innovation.

### Co-founder, BadgeMonsters *Fall 2010–Present*

- Founding a start-up to develop an educational system that promotes learning in and out of the classroom blending incentive programs with mobile technology.

### Mobile Application Developer, Gotow.net *Fall 2008–Present*

- Design, develop and market painting apps and games for iOS and Android.
- License painting engines to third parties for integration into other apps.
- Flagship product, "Layers" featured on the front page of the App Store and included in an iPhone commercial. Nearly 30,000 sales to date.

### Software Developer, Vanderbilt Medical Center *Fall 2010–Summer 2010*

- Developed an iPhone app for perioperative informatics.
- Enabled doctors to schedule operating rooms, watch live video of procedures and rapidly communicate with staff from their iPhones.

### Web Architect, Vanderbilt Student Media *Fall 2006–Spring 2010*

- Managed teams working on tight deadlines to build interactive graphics and video content for the web.
- Redesigned web presence to improve reader experience, resulting in a 44% increase in traffic and increased advertising revenue.

## Education

**Carnegie Mellon University**  
Masters in Human Computer Interaction  
Expected completion in August, 2011  
Current GPA: 4.16 / 4.0

**Vanderbilt University**  
Computer Engineering, minor in Biology.  
Graduating GPA: 3.81 / 4.0

## Publications

B. Gotow, K. Zienkiewicz, J. White, D. Schmidt, "Addressing Challenges with Augmented Reality Applications on Smartphones," in Mobilware, 2010.

J. Lloyd, P. Messaros, B Gotow, "Instant messaging among teens: An exploratory look at gender and time usage," in Michigan Family Review, 2006

B. Liu, Y. Cui, B. Chang, B. Gotow, Y. Xue, "BitTube: Case Study of a Web-Based Peer-Assisted Video-on-Demand System," in Tenth IEEE International Symposium on Multimedia, 2008.

## Skills

### Development

- Significant experience in Objective-C, C++, Java, C#, PHP, Ruby, MySQL, Android and iOS SDKs.
- Comfortable developing complex software solutions involving a wide array of technologies.
- Strong graphics programming skillset: significant OpenGL, Processing, OpenFrameworks experience.
- Two time WWDC scholarship winner, invited to speak at Mobilware 2010 and iAMDA.
- 5 iOS apps, 1 Android app, more than 41,000 copies sold to date.

### Interaction

- Experience performing user research in the field using methods including contextual inquiry, story elicitation and artifact walkthrough.
- Significant knowledge of the user centered design process.
- Comfortable designing think-aloud usability studies and Wizard of Oz tests to evaluate prototypes.
- Experience creating low- and high-fidelity mobile application prototypes.

### Design

- Adobe Fireworks guru with significant web and interface design experience.
- Two years of training in Final Cut Pro, Shake and After Effects.
- Experience creating interactive graphics and online news multimedia in Flash
- Comfortable creating 3D models and basic animations in Autodesk Maya

## References

References are available upon request.



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