

Jesse Freeman

Flash Platform Architect & Author

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Summary

Over the past few years, I have been on the cutting edge of Flash Web Design and Development. With this in mind, I moved my years of fine art experience over to the virgin territory of Flash Expression and Web Art. Being highly motivated to combine the traditional look and feel of “made art” and the multimedia expression of digital collage, all of my computer work tries to push the envelope of creativity, technology and self-expression.

As a young child I possessed a natural talent for art and expression. I was a painter (oils, acrylics, and water colors), a sculptor (clay and stone), a print maker, etcher, a writer, and a poet. At the age of 15, I was studying under Peter Olson and taught painting at Peter’s private studio in Ft. Lauderdale, Florida. I later moved to Tallahassee, Florida, and attended Florida State University. After receiving a BA, in Studio Art, I returned to New York and worked for some of the city’s most prestigious companies doing web design. As an independent Flash Consultant, I created interactive works for the Tommy Hilfiger, VW, Heavy.com, MLB, New York Jets, HBO, Fox, Arista Records, BBDO, AKQA, and many more. In 2006 I graduated from the School of Visual Arts in Manhattan, with a Masters in Computer Arts.

I also run 2 Flash user groups the most popular is called Flash Happy Hour where other people interested in Flash/Flex/AIR/Web 2.0 are invited to kick back, have a few drinks, and make new friends. I have also been a speaker at Adobe Max 2009, FITC Unconference and 360|Flex Camp. My blog, the Flash Art of War is "one of the oldest Flash military treaties in the world". From time to time I also dress up as the Flash Bum (a homeless web developer) and goes out looking for work on the streets of NYC. You can follow the Flash Bum on twitter @theflashbum.

If you would like to get my contact info TXT FLASHBUM TO 50500!

Specialties

My specialties are Flash AS 3/Flex Development, RIAs, Photography, Technical Directing, Video Editing, and Design.

Experience

Author at O'Reilly & Associates

April 2009 - Present (7 months)

Writing online blog posts and featured articles for O'Reilly's InsideRIA website.

View my Profile and Articles here:

<http://www.oreillynet.com/pub/au/3725>

1 recommendation available upon request

Author at Tuts+ Network

March 2009 - Present (8 months)

Writer for Flash Tuts+ website.

View my profile and tutorials:

<http://flash.tutsplus.com/author/jesse-freeman/>

1 recommendation available upon request

Lead Flash Developer at Radical Media

August 2008 - Present (1 year 3 months)

- Lead a team of 4 Flash Developers
- Implemented development process with release cycles, maintenance plans, svn organization (tagging and branching) along with Agile Development (SRCUM) and TDD (Test Driven Development).
- Automated development builds and documentation (ASDocs) for projects by implementing ANT scripts.
- Architected and built a Flash Framework called MyLittleFramework as a companion to my Flash Camouflage Framework. These two Frameworks are used to power all Radical Media sites. By building a scaleable and easy to use Framework I allowed my team to rapidly prototype and deploy Flash sites in a fraction of the time it would normally take. Most of our sites have a 2-3 week dev build between 3-4 developers. These frameworks help make that possible.
- Lead/Developed <http://getschooled.com> - built on MyLittleFramework/Flash Camo with a team of 4 developers.
- Lead/Developed <http://boostup.org> - built on MyLittleFramework/Flash Camo with a team of 3 developers.
- Lead/Developed <http://www.volkswagen-60-jahre.de> - built on an early version of Flash Camo with a team of 3 developers. We had 18 days to build the Flash Front-end for this site. I rapidly built a XML tempting system that would allow us to render out the Flash view from XML similar to how MXML runs so we could prototype/finalize each section.
- Organize, cleanup, and rebuilt Tommy.com's Global websites. After main site was merged into e-com site, I designed the Flash platform for all of the external templates that get remote included in.
- Worked closely with CMS team on custom built solution that powers all of Radical Media's websites.

1 recommendation available upon request

Interactive Consultant at GF INC.

January 1998 - Present (11 years 10 months)

Flash Freelance Developer / Interactive Creative Consultant at New York Jets

June 2004 - September 2009 (5 years 4 months)

- Recently ported over Video Player to AS 3 and rebuilt it on top of my Flash Camouflage framework so it would be easy to skin/customize.
- Developed Flash Modules on main website, and other interactive applications.
- Designed/Developed Generation Jets Kids site, www.generationjets.com.
- Redesigning e-blasts and creating the new Jets Shop's "look and feel" for eLetters.
- Also created viral advertising campaigns geared at collecting fans information.
- Created a fan gallery, interactive web games and web contests to help move traffic into fan "Fan Section".
- Worked on Jet's Shop Photo touch-ups/compositing, eBlasts and weekly game Wallpapers.

Sr. Engineer at Heavy.com

January 2008 - August 2008 (8 months)

Head of Flash Development reporting directly to CTO of company.

- Worked closely with CTO to focus Flash application development and best coding practices for Flash Applications at Heavy.
- Ported over existing Flash Shared library from AS 2 to AS 3 and created MVC frame work for use in Flash Applications
- Created custom Home Page Video Player for Heavy.com and intergraded Heavy's ad support.
- Architected and developed Sumo Framework, a visual XML driven framework to run all of Heavy's Flash applications. Similar to Flex but realtime you can define and configure class's, their layout, and stream in assets on the fly.
- Started Flash Meetup twice a month at Heavy's office. One meeting for beginners and the other for advanced developers.

1 recommendation available upon request

Sr. Flash Developer at MLB Advanced Media

October 2006 - January 2008 (1 year 4 months)

In charge of creative branding and Flash development for Major League Baseball.

- Worked closely with designer to develop a unique user experience with my own 3d technology while supporting the existing BamNet Framework for user validation, News Articles, and cross platform support.
- Developed Flash Applications used in marketing projects.
- Created Real Time score board for MLB.com, MILB, and Winterball websites using live feeds of xml game data.
- Created Draft Tracker Application that was showcased on MLB.com as well as ESPN during the 2007 MLB Draft. Used live XML data and AS 3 to display up to the minute draft picks and player stats.
- Developed Media Wall and Custom Flash Video player for mlsnet.com, ice network, winter ball, and several other MLB.com branded sports sites..

- Worked with Flash Developers to set up Eclipse with FDT along with instructions on best flash development practices.
 - Help re-organize existing Flash Shared library and created MVC frame work for use in Flash Applications
 - Work closely with CMS and Database developers to help build xml back ends for flash applications.
 - In charge of Flash Development for Entertainment projects: Queen Latifah, Bob Marley, Elton John, and Guns N Roses.
- 3 recommendations available upon request*

Flash Freelance Developer / Interactive Consultant at Euro RSCG

November 2007 - November 2007

Was hired to create <http://www.napkinnotebook.com> to help promote a Napkin Notebook product selling at the MoMA store.

Flash Freelance Developer / Interactive Consultant at AKQA

May 2006 - October 2006 (6 months)

In charge of Flash development for the New York Jets newly redesigned website. I was brought in by the Jets to supervise and continue with interactive development on the site.

- Working closely with AKQA and the New York Jets to finish redesign and branding of their current website, and interactive elements inside of the site.
- Working with East Media to integrate Flash components and widgets with Ruby back-end.
- Designing xml data structure for Flash communication between website front-end and CMS backed.
- Integrating Flash with Rails
- Built Media module for site that seamlessly plays FLVs, MP3s, photo slide shows, Real Video, and Real Audio. Also I created several flash pieces that can remotely control the media player via flash local connect and flash javascript external api.

Flash Freelance Developer/ Interactive Creative Consultant at Deep Focus

December 2005 - May 2006 (6 months)

- Technical Lead/Developer on <http://www.interviewwithari.com/>
- Set up technical documents and code structure for application.
- Technical Director for HD shoot with Jeremy Piven.
- Managed a team of 3 people; 1 programmer, 1 compositor, 1 Flash animator
- Developed AI and Keyword parsing algorithm for application.
- Worked closely with HBO and Akamai for implementing streaming and progressive video playback.
- Configured Mac HD editing station, and set up equipment need for composting.
- Integrated Flash application with HBO' s back end email client and tracking service.
- Site was heavily promoted on HBO's channel after each Entourage episode.
- Technical Direction and Develop on <http://www.datemoviethemovie.com/pimpmyprofile/>

- Set up technical documents and code structure for Pimp my Profile mini site.
 - Architected base code and managed two ActionScript developers to finalize the code.
 - Organized creative and technical direction for shoot with Tony Cox, created rough cuts from video, worked with editor to finalize video transitions.
 - Worked closely with MySpace for site integration and finalization.
 - Created <http://www.tristanandisoldemovie.com/>.
 - Worked closely with art director's design. Implemented site's supporting code structure and modified design to work inside of the flash site.
 - Created section transitions and other visual effects. Programmed site in AS 2.0 with backwards compatibility for Flash Player 6 and up. Also built an alternative version for international use that connects to Fox's xml based CMS. I also cut the intro video clips in Final Cut Pro and developed a delivery system for progressively downloading 770x480 video without using a streaming server.
- 1 recommendation available upon request*

Flash Freelance Developer / Interactive Consultant at Unified Field

September 2005 - November 2005 (3 months)

- Hired to create a stand alone Flash Kiosk for the Charlotte Bobcat's new Stadium.
- Worked closely with their designers to brand the Bob Cats name and the look and feel they were going for as I developed a robust Flash backend to run the kiosk. The application contained a database of player information that you could use real time searching on, as well as quiz portion that created random questions from the database's players.
 - Coded the real-time search code, database interaction, mySQL structure, and all of the programming that runs the Quiz. - Installation comprised of 6 computer terminals with touch screens and one server. The server collected information about the people playing the game and was designed to be used for contests and data mining. All flash code was done in Flash 8 with full support for a customized video player that showed players' "Career Highlights".

Interactive Creative Designer/ Developer at Proximity

April 2004 - May 2004 (2 months)

Hired to create Flash banner campaign advertisement for BT.com on the web and in Video Elevator monitors

Interactive Creative Designer/ Developer at Arista Records

October 2003 - April 2004 (7 months)

- Created small Flash promotion ad animations for Pink, OutKast, and Kelise.
- Created a Flash website for Citizen Cope and J-Kwon.
- Flash eCard for Usher's TRL appearance.
- Worked with Arista until it went out of business in 2004.

Education

School of Visual Arts

Master, Computer Art and Interactivity, 2004 - 2006

Honors and Awards

Conferences:

Adobe Max 2009 - Augmented Reality within Flash Player

slides - <http://presentations.flashartofwar.com/max/index.html#/presentation>

video - <http://max.adobe.com/online/session/319>

FITC Unconference - Intro to F*CSS

slides - <http://presentations.flashartofwar.com/fcss/index.html#/presentation>

Flash Tut+ Writer

<http://flash.tutsplus.com/tutorials/workflow/setting-up-a-flash-development-sandbox-part-1/>

<http://flash.tutsplus.com/tutorials/workflow/setting-up-a-flash-development-sandbox-part-2/>

InsideRIA Author

<http://www.insideria.com/2009/08/3-design-patterns-built-into-a.html>

<http://www.insideria.com/2009/08/google-voice-ria-has-potential.html>

<http://www.insideria.com/2009/09/flash-developer-guerrilla-work.html>

<http://www.insideria.com/2009/05/flarvision-augmented-reality-a.html>

Interview on Freelance Switch

<http://freelanceswitch.com/interviews/flash-forward-creativity-an-interview-with-jesse-freeman/>

Interests

New Technology, Augmented Reality, Flash, Flex, Action Script, PHP, Ruby, Open Source, Writing, Photography, Video

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8 people have recommended Jesse

"Jesse's contribution to the Flash team at MLB was big and permanent. Beyond the usual development tasks, which he did well on, he helped the team structure a workflow that facilitated larger scale development, taught us all how to use Eclipse / FDT, and contributed immensely to the shared library. He strikes a rare balance between developer and designer - one who is capable of building complex application as well as putting the finer touches in visual detail."

— **Thaniya Keereepart**, *Director, Flash Development, MLB Advanced Media*, managed Jesse at MLB Advanced Media

"Jesse writes great in depth tutorials which have gone very well with the community."

— **Clemente Gomez**, *Author / Contributor, Tuts+ Network*, worked with Jesse at Tuts+ Network

"Jesse has provided InsideRIA with articles detailing cutting edge technologies. He is extremely professional and delivers his work on time. He is clearly a very skilled developer and author and has been a pleasure to work with."

— **Rich Tretola**, *Community Manager InsideRIA.com, O'Reilly & Associates*, managed Jesse at O'Reilly & Associates

"Jesse's a hard working, talented programmer who's taught me a lot. His diligence in challenging himself is impressive! He can also put up with my zany sense of humor, which is a plus."

— **Praveen Sharma**, *Senior Programmer, @radical.media*, worked indirectly for Jesse at Radical Media

"Jesse is a rare talent. He has an artistic, creative flair grounded in a disciplined, organized approach to object oriented software development. You can't ask for much more than that from a top Flash engineer. Jesse is devoted to his craft and constantly strives to improve his art, sharing what he learns with the world through his blog and open source efforts. We worked side by side through many long nights, building a brand new Flash 9 video player and videoguide for Heavy. Oftentimes we'd be screen sharing at 3am, whiteboarding the next morning at 10am, constantly sharing ideas and code as the Flash code took shape. Jesse kept plowing ahead until the work was done, finally taking some time off after the product successfully launched. His knowledge of tools

and Flash techniques is very strong, and he seems to really enjoy helping other people improve their software skills as both a mentor and teacher. If you're under a tight schedule and need a clear, clam leader with extraordinary Flash skills, Jesse's the man."

— **Scott Penberthy**, *CTO, Heavy, Inc.*, managed Jesse at Heavy.com

"Jesse is one of the most motivated flash developers I know. He's constantly striving to grow his skills and bring his work to the next level. His design background gives him a unique viewpoint that many developers lack, which helps him maintain the core vision of the project he's working on. This has also turned him into a developer that really considers the design of an application. Whether it be services, design patterns, optimization or just the formatting of his source code, everything is organized, deliberate, and efficient."

— **Myles Bieniasz**, *Flash Developer, MLB Advanced Media*, worked directly with Jesse at MLB Advanced Media

"I've worked with Jesse on few projects, and I found him to be a highly knowledgeable Flash developer and person of good humor. I know few web developers that match his level of professionalism, respect for workflows and wealth of skill. He is a worthy candidate for interactive development position."

— **Chris Carvey**, *Senior Visual Designer, MLB Advanced Media, L.P. / MLB.com*, worked with Jesse at MLB Advanced Media

"Jesse's understanding of flash and its capabilities are unsurpassed. He has up to date, working knowledge of how to take programming design patterns and apply them directly to execute the best product possible. He works well with people and is able to explain himself and educate in an easy to understand, friendly way. In the proper hands, Jesse's patience and ability enables him to be a powerful managed member of a team, but he excels in a leadership roll."

— **Robin Snead**, *Flash Developer, Deep Focus*, reported to Jesse at Deep Focus

[Contact Jesse on LinkedIn](#)