

# NICK SANTANIELLO

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[PDF](#)

## Summary

Nick Santaniello is a versatile interactive designer / developer who has produced websites, apps, and games across a number of platforms both for himself and on behalf of large clients. He loves the opportunity to pick up a new framework, programming language, or challenge and is able to adapt quickly to new circumstances. He is seeking the opportunity to craft interactive experiences for organizations that value developers who have an eye for detail, user experience and visual design.

## Work

### GIPHY [Jan 17 - present]

#### Special Projects / Integrations Engineer

- Since joining GIPHY I've used my front-end engineering skills in addition to some backend and interactive experiences to take on special projects and initiatives that require a diverse skillset. Some interesting projects include:
  - Developed [GIPHY Developers](#), a complete developer portal and technical resource for developers interested in exploring the GIPHY API. Created Swagger/YAML documentation for the GIPHY API.
  - Worked with external APIs to launch several new GIPHY integrations including an official [GIPHY Bot for Reddit](#) and a [GIPHY editor app for Zendesk](#).
  - Assumed ownership of and launched several new features for existing GIPHY Extensions such as [GIPHY for Chrome](#), [GIPHY for Gmail](#), [GIPHY for Outlook](#) and [GIPHY for WordPress](#).

### Madwell [Jul 13 - Oct 16]

#### Senior Frontend Developer

- Utilized HTML5, CSS3, JQuery and Javascript to develop cutting-edge interactive experiences for the web and for mobile on behalf of major brands. Some notable projects include:
  - Developed [Groundwork](#), a modular, CMS-driven collection of stories about the way we raise, consume, and think about food on behalf of Tetra Pak.
  - Concepting and developing [Beta Blasters](#), a retro-styled web game for Lycored featuring three levels and a ~20-minute play time.
  - Building an HTML5 video game for Vita Coco titled [Lemonade Shakedown](#) that drew over 50,000 unique plays over a two week period.
  - Serving as lead frontend developer for the main [Vita Coco](#) site which features CSS3 animations and an interactive, animated product selector.
  - Implementing a total redesign for [Restaurant Associates](#), a leading catering and events company, including building responsive full-width HTML5 video.

- Completing the desktop experience for [Gramercy Tavern](#), a well-known NYC restaurant. The site includes a responsive, full-width image gallery, CSS3 animations, and parallax scrolling.
- Was the lead or supplementary frontend developer on a number of other web sites including [Trelyst](#), [Lycored](#), Commonwealth Catering, [Zarbees](#), [Babyganics](#), [landing pages for Speck Products](#), [KIND](#), New York Botanical Garden: Wild Medicine, and others.

## Independent [Jun 12 - present]

### Front-End Designer / Developer

- In addition to my own work developing [independent apps and games](#), I created interactive sites for clients using HTML5/CSS/Javascript as well as other platforms. Some highlights include:
  - Developed the site for [Pinhook Bourbon](#). The site features responsiveness, CMS-integration and a sliding drawer navigation panel.
  - Designed and developed [an online store](#) using the FoxyCart e-commerce platform for [CoolHaus](#)
  - Created [Just Rain](#), an interactive rain simulator that has garnered over 200,000 downloads on Android, iOS, Apple TV, the OUYA game system and Amazon Fire TV as a sleep aid and visual experience.
  - Developed and implemented the [Virtual Toolbox](#), an interactive resource and CMS for independent filmmakers at [NYU's Cinematic Research Institute](#)
  - Worked with [Madwell](#) to develop an interactive site for the [New York Botanical Garden's Wild Medicine exhibit](#)

## Google Inc. [Sep 06 - Jun 10]

### Flash Developer

- Responsible for developing cutting edge Flash creatives for clients that run on sites across the DoubleClick network including mastheads on YouTube.com.

### Lead Product Support | Google Reader, Blogger

- Worked closely with software engineers and product managers to improve Google's [Blogger](#) and [Reader](#) products based on customer feedback. Improved the user experience by writing, producing, and refining online help materials including:
  - Blogger's ['Report Abuse'](#) system
  - Blogger [Help Video Tutorials](#)
  - Numerous [Blogger Help Center articles](#)
  - [Posts](#) on Blogger's official [Blogger Buzz](#) blog

## DUSTY [Aug 05 - Aug 06]

### Lead Editor, Cameraman, DVD Author, Digital Video Instructor

- Responsible for designing, producing, editing, and DVD authoring material for a non-profit organization in West Oakland that focuses on promoting both traditional and computer literacy among disadvantaged youth.
- Designed and taught an after-school curriculum to elementary, middle, and high school students focusing on story development and digital video editing.

# Education

**New York University: Tisch School of the Arts 2012**

M.P.S., Master of Professional Studies: Interactive  
Telecommunications

**University of California: Berkeley** 2005

B.A., Major in Film Studies | Concentration in Business Administration

## Skills

HTML5 | CSS3 | JavaScript | JQuery | Adobe Flash (AS 2.0) | C#/XNA  
Corona SDK (Lua) | Processing/Java | Python | Unity3D  
PHP / MySQL | Git / SVN | JIRA | Adobe Photoshop

## Apps



**Just Rain** - A multiplatform audiovisual rain simulator. Control the intensity of rain with touch gestures. [2013]



**Barcode Bots** - A mobile app that generates unique creatures from UPC and QR barcodes. [2012]



**Pro Basketball Pocket Reference** - A historical reference app for basketball lovers everywhere. [2012]



**DoogieWrite** - An HTML5 retro inspired text editor that runs in your browser or on mobile. [2011]



**VOLLEYGON** - A party game for the modern era, a 2-on-2 arcade game with unpredictable physic-based action. [2016]



**Kid Orion** - A minimalist space odyssey crammed into just 32k of memory and using only 16-colors. [2015]



**Powerboat Italia '88** - A frenetic speedboat racing game for up to four players. Housed in a custom arcade cabinet. [2014]



**Igloo Command** - a retro-style arcade game for iOS and Android. Now available in the iTunes App Store and Google Play. [2011]

**Rad Chef** - An addictive Flash game featuring 8-bit visuals,

## Sites



**Sites for Madwell** - While at Madwell, I developed a number of websites for clients, some of which can be viewed via my site. [2013-present]



**Death By Audio: Arcade** - A curated collection of independently produced retro arcade cabinets showcases at Death By Audio in Brooklyn, NY. [2014]



**ROBYSOFT** - An HTML5/CSS3 Portfolio site for my software. [2011]



**ArcadeFinder** - A mobile web app that helps you locate and tag arcade games near you. [2011]



trippy music, and  
weird sound effects!  
[2009]