

JUSTIN LLOYD

Los Angeles
CA 91406

+1-213-268-3210
justin@justinlloyd.li

ACCOMPLISHED LEAD ENGINEER

I make real products that people use. Beautifully designed. Practically built. Integrated with intelligent software that enables a seamless, connected experience.

EXPERIENCE

SIGNATURE CREATIVE, Los Angeles, CA

2020/08 – Present

Technical Lead

AR developer & firmware engineer.

- On-loan as Lead Firmware Engineer to Ericsson where I collaborate closely with product development managers on new 5G FWA (Fixed Wireless Access) routers for T-Mobile in the SOHO and small business markets
- Develop the firmware for three different hardware router SKUs
- Reduce build times for the different firmware SKUs from 15+ hours to 20 minutes.
- Create a new plugin for After Effects to export animation data for embedded computer's custom designed display and the status LEDs
- Direct hiring of technical team members
- Lead a small development team

WAYFORWARD TECHNOLOGIES, Los Angeles, CA

2017/01 – 2020/08

Problem Solver

AR developer, pipeline engineer, DevOps, game developer.

- Create studio-wide, distributed, virtualized CI/CD pipeline for 80+ SKUs across eight platforms.
- Scale studio pipeline from building four SKUs to building dozens of SKUs in parallel in less time
- Decrease build time per SKU from 5+ hours to under 10 minutes.
- Develop client- & server-side mobile app: location awareness, custom sensor infusion, Blockchain, point-of-sale, order processing, machine learning & computer vision in unreliable, marine network environment
- Lead development of client- and server-side cross-platform, real-money, casual-friendly casino game
- Contributions to more than a half-dozen separate projects in a variety of roles and skills

L DIGITAL AGENCY, Los Angeles, CA

2013/12 – 2017/01

Head of Engineering / Founder

Hire, build, lead, direct, coach and mentor diverse, mid-sized (80+), cross-functional design & engineering team. Company acquired by Accenture.

- Develop & optimize native, network connected, cross-platform, OpenGL VR entertainment app
- Deep learning pattern recognition to reduce fraudulent casino transactions by 95+%
- Computer vision and machine learning prototypes for a CNC robotics system for IKEA
- Computer vision framework, deep learning and object recognition system for expenses app
- Analysis algorithms and base framework to process medical data measured in the trillions of data points
- Computer vision/object recognition algorithms for HoloLens
- Machine learning engineer for eBay & PayPal to reduce fraudulent transactions by 60+%

FACEBOOK, APPLE, MICROSOFT, EBAY, INTEL, CISCO, PAYPAL 2012 – 2017

Corporate Trainer

Build a training agency teaching thousands of professional senior software engineers. Teach almost 140 weeklong classes. Create and author course materials. Acquire clients. Negotiate contracts. Handle the sales and marketing to Fortune 500s.

ASYLUM LABS

2012/09 – 2013/05

CTO / Co-Founder

Co-founded a short-lived gaming start-up that ran out of runway.

SONOSIM

2011/01 – 2012/09

Chief Technology Officer

Engineer #2. Build engineering team. Raise \$millions. Company acquired by GE.

BLIZZARD ENTERTAINMENT

2010/02 – 2010/12

Machine Learning Engineer (Consultant)

Analyze massive, real-time data streams. Detect fraudulent players with 98% accuracy.

INFINITE MONKEY FACTORY

2001/10 – 2010/01

CTO / Founder

Founded video game studio. \$17M in deals. Crashed and burned after ten years.

EDUCATION/TRAINING

Masters Computer Science / Software Engineering
Artificial Intelligence
Business Administration (in-process)

Bachelors Computer Science

Diplomas: Electronics ▪ Culinary Arts (Baking & Pastries) ▪ Graphic Design ▪ Mathematics ▪ Photography ▪ PMP ▪ International Business Law ▪ Tax Law ▪ Intellectual Property Law ▪ Economics ▪ Accounting

Post-Graduate Studies & Certificates: Chartered Financial Accounting ▪ Enterprise Software Development Project Management ▪ Lean Project Management ▪ Marketing ▪ Growth Hacking ▪ Social Media Marketing ▪ Electronics & Circuit Design ▪ Restaurant Studies

Other Certificates: Management Accounts ▪ Commercial Business Law ▪ Social & Economic History of Europe ▪ Public Speaking ▪ Writing ▪ Certified Agile Practitioner & Trainer ▪ Certified Product Owner ▪ Certified Scrum Trainer ▪ Lean Software Development Practitioner ▪ Project Management for Enterprise Teams ▪ Project Management for Small Teams ▪ Scaled Agile Practitioner ▪ Kanban Practitioner ▪ Maya ▪ Softimage ▪ DevOps ▪ Photoshop ▪ Illustrator ▪ Premiere ▪ InDesign ▪ English Literature ▪ Japanese ▪ Welsh ▪ Mathematics ▪ Real-Time Rendering ▪ Sports Massage Therapy ▪ Technician Class Radio Amateur Operator *and many more.*

SKILLS

Technical Skills: Artificial Intelligence, Deep Learning, Machine Learning ▪ Machine Vision ▪ Augmented Reality ▪ Virtual Reality ▪ Cross-Platform Development ▪ Game Development ▪ Low-Level Systems Programming ▪ Optimized Build Pipelines ▪ Motion Control Systems & Robotics ▪ Hardware Interfacing ▪ Autonomous Aircraft & Vehicles ▪ Containers & Virtualization & Emulation ▪ Sensor Fusion & IoT ▪ Microservices ▪ Driver Development ▪ GPU Programming ▪ CI/CD Pipelines ▪ Video Processing & Transcoding ▪ Compiler & Interpreter Development ▪ Low-Latency (sub 60ms) Glass-to-Glass Live Streaming ▪ Parallel & Distributed Systems ▪ Networked Applications ▪ Server Programming ▪ System Architecture ▪ SaaS ▪ Composable Infrastructure

Soft Skills: Team-Building ▪ Engineering Hiring ▪ Crisis Management ▪ Social Media Marketing ▪ Corporate Training & Teaching ▪ Client Relationships ▪ Public Speaking & Presenting ▪ Agile Methodologies

Business Skills: Accounting ▪ Business Development ▪ Entrepreneurship ▪ Negotiation ▪ Raising Start-Up Funding ▪ Team Leadership ▪ International Project Management ▪ Cross-Functional Project Management

Languages: C++ ▪ C ▪ Assembler ▪ Ruby ▪ C# ▪ Go ▪ Rust ▪ LINQ ▪ SQL ▪ N1SQL ▪ JavaScript/Typescript ▪ Java ▪ Perl ▪ Python ▪ Lua ▪ Kotlin

Technologies: DirectX ▪ OpenGL ▪ OpenCL ▪ .NET ▪ MVC.NET ▪ OpenWRT ▪ Qualcomm router OS ▪ Unity3D ▪ Unreal Engine ▪ nodejs ▪ NHibernate ▪ Entity Framework ▪ OpenCV ▪ Accord ▪ PyTorch ▪ CUDA ▪ TensorFlow ▪ YOLO ▪ Accord ▪ Underscore.js ▪ Processing.js ▪ Backbone.js ▪ Redis ▪ Couchbase ▪ RabbitMQ ▪ Regular Expressions ▪ Microsoft CNTK ▪ Microsoft Speech Recognition System

Platforms: Windows ▪ Linux ▪ RTOS ▪ macOS ▪ OpenWRT ▪ Playstation ▪ XBOX ▪ Switch ▪ x86 ▪ ARM ▪ Embedded Firmware ▪ iOS ▪ Android

Software: Docker ▪ Kubernetes ▪ VMWare ESX ▪ Vagrant ▪ Chef ▪ Puppet ▪ NGINX ▪ Jenkins ▪ TeamCity ▪ Apache ▪ MySQL ▪ MSSQL ▪ SVN ▪ Git ▪ Perforce ▪ Visual Studio ▪ IntelliJ