

# CASEY FELDMAN

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## EXPERIENCE

### Apple Inc.

Software Engineer  
Specialist

Cupertino, CA

In-Car Experience Software Engineer

April 2017 - Present

Boca Raton, FL

Specialist on iOS and OS X products and training. Provided Genius Bar/Creative support when needed.

May 2010 - Aug 2011

### Ford Motor Co.

Product Designer  
UI Engineer

Palo Alto, CA + Detroit, MI

Lead designer for Apple CarPlay, Siri Eyes-Free, Android Auto, MyFordMobile's Apple Watch and Android Wear applications (featured at Google I/O 2015 keynote). Nest Learning Thermostat + Nest Protect integration with SYNC 3. iAP and Made For iPhone (MFi) specialist engineer developing in-car testing apps.

Sept 2013 - April 2017

Personally responsible for the delivery of over 27,000 unique visual assets, generating new prototyping and interaction models for SYNC 3 across all Ford and Lincoln vehicles.

### Walt Disney World Co.

UI Intern

Orlando, FL

Collaboratively designed, evaluated, and documented user interfaces for multi-million dollar projects affecting thousands of Disney employees and major revenue sources. Optimized project organization with internal system redesigns.

May 2012 - Aug 2012

### iHospital, LLC.

Apple Hardware/Software  
Service Technician

Gainesville, FL

Responsible for opening and closing store operations, diagnosing and servicing multiple Apple products at a time, and developing employee customer service training processes.

Jan 2012 - July 2013

## EDUCATION

### University of Florida

Digital Arts & Sciences  
Computer SW Engineering, BS  
Art History Minor

2009 - 2013

GPA: 3.6 - Cum Laude, Dean's List

Course work included focus on 3D Graphics and Modeling, software product development, user interface, and human-computer interaction research. Developed Android and iOS apps featured in *The Guardian UK* and *AppStorm*.

## TECHNICAL SKILLS

Software Development  
Creative  
Web

Swift | Objective-C | Java | Processing | Unity3D | MFi + iAP | QNX | Quartz Composer  
Photoshop | Illustrator | InDesign | Sketch | Autodesk Maya | After Effects | Motion  
HTML5 | CSS3 | JS | Coda | Hype

## ACCOMPLISHMENTS & MEDIA

### Ford Motor Co.

Conference Panelist

National Commercials

Media Profiles

13 Patents

SF Music Tech - San Francisco, CA

October 2016

Speaker for Contextual Playlists in Automotobiles with leaders from Spotify, Uber, and Gracenote discussing the future of transportation and how music moves throughout those experiences. ([Forbes](#))

Media Profile

Jan 2016

Biographical and professional discussion ([Mashable](#))

Ford Friends & Family - USA

Winter 2015

Featured in nationwide prime-time television commercial for Ford. ([YouTube](#))

### Patents

Four patents awarded related to vehicle and mobile connectivity. ([Google](#))  
Nine filed and pending.

## PORTFOLIO

Examples available at: [www.caseyfeldman.me/work](http://www.caseyfeldman.me/work)

A more comprehensive selection available upon request.

## YOUR NOTES: