

Adrian Herbez

Senior Software Engineer

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Veteran Software Engineer with 20+ years of experience building full-stack web applications, interactive tools, and internal systems for creative, hardware, and engineering teams. Experienced in full-stack engineering, 3D graphics, and interactive systems across a wide range of technologies. Passionate about building tools that empower multidisciplinary teams to innovate faster.

SKILLS

TypeScript, JavaScript, React, Three.js, HTML/CSS, Canvas, Node.js, Express, Python, C++, MySQL

Domain Expertise: Web-based CAD, 3D Graphics, Game Engines, Internal Tooling, Hardware/Electronics Collaboration

EMPLOYMENT HISTORY

Founding Product Engineer | Circuitly, San Francisco (remote) Jan 2024 - Feb 2026

I was employee number three at an early stage startup building a web-based electronics CAD application with async and realtime collaboration.

- Designed and implemented features for a web-based electronics CAD platform used by hardware engineers and PCB designers using Typescript and React
- Built schematic and board editing tools with a focus on usability, performance, and real-time collaboration.
- Collaborated with hardware engineers to understand workflow pain points and prototype tooling solutions.

Senior Software Engineer | Together Labs, San Francisco (remote) Jan 2022 - Jan 2024

I worked on a variety of things related to our WithMe (Unreal-based metaverse) and MetaJuice (web3 / NFT) divisions.

- Implemented gameplay and tooling for Unreal with C++/Blueprints
- Prototyped web-based 3d features using JS / ThreeJS, including web-based tools for content creation and easy editing
- Built a web-based 3d scene creator with integration with Unreal (create a scene on the web, view it as an Unreal level)
- Built a website for virtual land sales including 3d rendering of the land mass, rendering of property / parcel borders, as well as tools for prepping data for geometry instancing across the land mass

Senior Interactives Engineer | Brilliant.org, San Francisco (remote) Aug 2020 - Dec 2021

I worked on the Interactives team, which was responsible for creating interactive content to teach STEM concepts.

- implemented interactive features using Elm
- maintained and expanded Elm libraries for graphics and interaction used by content creators

Technologies: Elm, javascript, SVG

Senior Software Engineer | Ubiquity6 Inc., San Francisco May 2019 - Jul 2020

I worked on a team building games and interactive experiences using the Display.land ecosystem.

- served as the tech lead on an upcoming game project
- implemented features for a photogrammetry-based social networking app using React
- built gameplay features using a ECS based game engine using JS and typescript
- implemented backend features using node, express, and dynamoDB
- built art prep tools using Blender and Python, as well as with JS and our custom tech
- implemented discord integration with a web-based 3d game

Technologies: Javascript, Typescript, ThreeJS, React, React-Three-Fiber

Staff Engineer | Lumos Labs (Lumosity), San Francisco Nov 2017 - Mar 2019

I served as a Staff Engineer on the games team, which is responsible for making cognitive training games.

- Worked on a variety of game features using C# and JS, using Unity and Cocos Creator
- prototyped numerous game ideas (mainly JS / canvas)
- developed and open-sourced a lightweight JS-based game engine for rapid prototyping
- developed content pipeline tools using Python and JS - ran user testing sessions to gather feedback on

in-progress games

Software Engineer | Google, Sunnyvale, CA Oct 2016 - Nov 2017

I worked as a web developer on real-time chat applications, including both Hangouts and Hangouts Chat. I built features and fixed bugs using a variety of javascript and java as well as a range of Google technologies.

Co-founder / President | Jamwix, San Francisco May 2013 - Sep 2016

I was a cofounder and the president of Jamwix, a media startup focused on making high-quality games and experiences based on creativity and playfulness. My day-to-day tasks revolved around my duties as one-half of our engineering team, where I focused on client development and gameplay engineering.

- Designed client architecture for CineMagic: Hollywood Madness, a match-three/collectible card game mashup for iOS and Android
- Implemented game systems using Haxe / OpenFL
- Created art pipeline tools in Python and Javascript to prep art assets for CineMagic
- Implemented UI for the first feature-length film released for virtual reality (Banshee Chapter: Oculus Rift Edition, Halloween 2014) using C++ / SDL
- Implemented parody versions of Reddit, Youtube, Imgur, and the Huffington Post as part of the "Reddit3016", a satirical look at what the internet might look like in 3016 (<http://reddit3016.com/>).
- Created a demo (using Unreal) of a virtual reality content aggregation system which was shown as part of the VR Village at SIGGRAPH 2016

Lead Gameplay Engineer, War Commander | KIXEYE, San Francisco Aug 2011 - May 2013

I joined KIXEYE just before War Commander launched, and helped to grow it into the top-rated strategy game on Facebook with 100k DAU.

- Managed a team of 9 client engineers
- Implemented numerous game systems spanning all aspects of the game using AS3 and C++
- Provided technical designs for numerous game systems
- Led client development to add a persistent world map and synchronous PvP combat to the game post-launch

Senior Software Engineer | Cull, San Francisco Jan 2011 - Jun 2011

Worked on both front-end (JS, jQuery) and back-end (PHP, MySQL, Node.js) development for Cull, a social video site.

- Used the Facebook API to create a channel of videos from videos posted by people in your social network
- Implemented a system to collect feedback from users to rapidly gauge user reactions to new features
- Implemented playback controls and user interface elements using JS / jQuery

Technologies: PHP, Javascript, MySQL

Senior Software Engineer, PlayStation Home | Sony Computer Entertainment America, Sep 2008 - Jun 2011

I was a member of the PlayStation(R)Home Product Development team, which was responsible for creating levels, games, and virtual items for PlayStation Home.

- Designed a wide range of games and interactive experiences -
- Implemented a wide range games using Lua and the Home SDK
- Designed and implemented a large-scale system to support rapid deployment of gameplay elements as part of an infrastructure update
- Designed a system to allow non-engineers to quickly and easily author narrative-based gameplay in Home
- Designed one of the most highly trafficked levels in Home

Software Developer | Millions of Us, Sausalito, California Feb 2008 - Jun 2008

I served in the engineering department of a small agency specializing in creating branded experiences in virtual worlds and new media.

- Created interactive experiences in several different platforms, including web-based ARGs and consoles
- Wrote Lua to implement arcade games and interactive objects in Playstation Home
- Designed and implemented (in Flash) the final puzzle for the Terminator: Dark Discovery ARG (official Honoree, 2009 Webby awards)

Web Developer | Linden Lab, San Francisco Nov 2006 - Feb 2008

I worked as a full-stack web developer in the Creative Services team, where I developed numerous internal web applications to make company processes more efficient and easier/more pleasant to use

- Implemented a metric dashboard with movable and resizable widgets in pure Javascript / HTML / CSS
- Built an internal company directory app to allow people to find each other across different offices / nicknames / etc
- Worked on numerous extensions and improvements to the Linden Lab "love machine" for allowing employees to recognize / reward each other's work

Instructor | Academy of Art University, San Francisco Jan 2003 - May 2007

- Taught introductory and advanced classes in 3d animation (Maya), at both the undergraduate and master's level, flying from southern California to San Francisco once a week during grad school -
- Taught classes in game scripting (Python/Pygame, Unreal) and Game Programming (C++/OpenGL) -
- Taught classes in Flash and web technology (Javascript, PHP, MySQL) in the New Media department -
- Created online classes (both written materials and video demos)

Lead Animator | PTEI - Regenerative Medicine Partnership in Education, Pittsburgh, PA May 2001 - Jan 2002

Created a range of biomedical animations using Maya for use in an planetarium-based project to teach junior and senior high school students about tissue engineering, as well as coordinating the efforts of undergraduate animators

- Wrote MEL scripts to aide the team, including tools for a novel rendering pipeline for a planetarium display and an imported for Protein DataBase (PDB) files for molecules

Virtual World Developer | Eldervision.net May 1999 - Jan 2001

Created objects, environments, and animations both pre-rendered and real-time, for use in an 3d internet application for the elderly

TALKS / PUBLICATIONS

Maya Programming with Python Cookbook, published by Packt, 2016

I wrote a book on extending Maya with Python. [link](#)

Let's Get Physical: 3d Printing for Roguelikes, Roguelike Celebration 2019

I gave a talk on "Plarl", my 3d-printable roguelike as part of the 2019 Roguelike Celebration. [link](#)

Creating Custom CAD Tools on the Web with ThreeJS, JS GameDev Conference 2023

I gave a talk on using ThreeJS to build web-based CAD tools as part of the JS GameDev Conference. [link](#)

EDUCATION

Intermediate Electronics Certificate | City College of San Francisco, Sep 2024-Pursuing

I'm currently taking night classes in pursuit of an electronics certification.

Master's of Fine Art | UC Irvine, Irvine, CA 2003 - 2006

I was in the Arts, Computation, Engineering (ACE) department, an art/tech hybrid degree program.

BFA | Carnegie Mellon University, Pittsburgh, PA 1997 - 2001

I TAed for Randy Pausch's "Building Virtual Worlds" class.

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