

HAGGAI GOLDFARB

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Summary:

Throughout my professional career I've been contributing to, and leading projects at the forefront of technology with focus on innovation in the creation of visually compelling image and engaging user interaction. I have had significant contributions on many winning products, some as short as fifteen seconds commercials for national and international TV channels, to full-length films, creating visual effects (VFX) and animation on Hollywood blockbusters movies. I was managing teams and projects @Warner Brothers @Disney @Dream Quest @The-Secret-Lab @Dreamworks, many with over \$100 Million in budget, to more recently, leading tech-startups on lean budget. With an MBA degree from MIT Sloan School of Management, I bring unique leadership experience at the intersection of creative, technical and business.

Highlights:

- Recipient of Dreamworks' Technology Achievement Award, 2005 (from Jeffery Katzenberg and Steven Spielberg).
- On April 28, 2016 NBCUniversal - Comcast announced the acquisition Dreamworks Animation for the amount of \$3.8 Billion. Among other contributions I am the creator and sole inventor of 5% of Dreamworks' IP portfolio of granted patents, with 2 granted US patents and two international patent pending for new character rigging technology.
- Heading the 'Shrek' Facial Team for adaptation to the entire Dreamworks' movie pipeline: using complex layering system that enabled the animators to convey emotions through facial expressions as never before, the academy award winner Shrek facial system, was the breakthrough that allowed Shrek to be the first computer-animated film ever to put digital human characters in leading roles, leading it to become the highest-grossing animated franchise of all times, with over \$3.5B in revenues.

Work Experience:

Connectibles *Tacoma WA, December 2014 – Present*

Connectibles is a privately held start-up focused on innovative applications in consumer goods, Internet of Things, connected devices, and their intersection and integration with Presence technologies including AR/VR/MR, VFX, 3D, Wearables and Robotics. As a co-founder and CEO I'm heading the technology R&D, Creative and Business.

LiquidBits *Cambridge MA, May 2006 – December 2014*

LiquidBits is an AR/VR company I founded out of MIT in 2006. As CEO I served in multiple roles s.a heading the business planning, the innovation and technologies we developed (hands-on), creating a natural human interface with broad applications in medical, consumer and Internet-of-things, connected wearables and augmented-reality. (developing a 3D interface technology that rival James Cameron's Avatar technology...)

Exec. Producer / Creative Director / VFX Sup. - As the company "rolled" into mobile-apps development, I was overseeing production, providing creative direction and responsible for digital content development, as well as helping in key business functions of the company such as fundraising, strategic planning, business development, marketing, analytics, innovation and building the team.

Lead Mobile Development. Leading mobile apps software development, playing key role in the company's successful mobile apps deployment and launch reaching high-ranks worldwide. (as high as No. 1 app of all apps in 26 countries)

Dreamworks Animation *Glendale CA, May 2001 –December 2006*

Sr. Technical Director - on the animated feature "Kung-Fu Panda". Largely responsible for the creation of the "Viper" hero character.

Sr. Technical Director - heading the development of all 3-D characters on the animated feature "Over The Hedge" (released 2006). Simultaneously managing the development, adaption and integration of the award-winning "Shrek"

facial system tool to Dreamworks' animated features franchise pipeline. Using complex layering system that enabled the animators to convey emotions through facial expressions as never before, the Shrek facial system, was the breakthrough that allowed Shrek to be the first computer-animated film ever to put digital human characters in leading roles, leading it to become the highest-grossing animated franchise of all times, with over \$3.5B in revenues.

Lead Technical Director - on the animated feature "*Sinbad and the Seven Seas*".
Heading multiple departments for the character development on this film.

Recipient of Dreamworks' **Technology Achievement Award, 2005** (from Jeffery Katzenberg and Steven Spielberg).

Dreamworks Animation is acquired by NBC Universal / Comcast for the amount of \$3.8 Billion. Among other contributions I am the sole inventor of 5% of Dreamworks' IP portfolio of granted patents, for the development of new character rigging technology.

Walt Disney Feature Animation Burbank CA September 1997 – May 2001

VFX Lead at Dream Quest (DQ once a leading SFX studio in Hollywood, with award winning work on over 100 movies such as '*The Abyss*' which won an academy award, the studio was eventually acquired by Disney).

Visual Effects development and character support to various movies in development in '**The Secret Lab**'.

Led the development and rigging the digital hero character "*oddball*" on the movie "*102 Dalmatians*". The character was featured at the "Electronic Theatre" of Siggraph 2001, in top 10 worldwide.

Technical Director - on - the movie "*Dinosaur*".

Led development and rigging on some of the lead characters such as "*Kron*", "*Aladar*" and the "*Lemurs*".

Technical Director within the Character Finaling Department:

Including over 100 character finaling scenes on "*Dinosaur*".

Warner Brothers Digital Studio Burbank CA December 1996 - September 1997

Lead CGI Artist/Animator on several high budget commercials (s.a "*Cheetos*", "*Purell*", "*Nickolodeon*")
Aired nationally in the US, on major TV channels. Visual effects on the movie "*Batman and Robin*".

Additional managerial, technical, artistic and story support to many movies in production.

Education:

AWARDED MBA DEGREE, MIT Sloan School of Management, Cambridge Massachusetts, June 2006.

The Sloan Fellows Program for Innovation and Global Leadership. Additional courses at the MIT Media Lab. (Also awarded the "**High Ground Award**", with MIT Sloan Fellows team, on strategy war games against Harvard Business School.)

AWARDED BA DEGREE IN COMPUTER SCIENCE, Brandeis University, Waltham Massachusetts, May 1987,
(Additional Summer School at Harvard University, Cambridge, Massachusetts.)

Other Work Experience:

NASA, Ashton Graybill Lab, *Waltham MA*.

Programmer - Wrote data acquisitions and analysis applications for variety of experiments designed to study human behavior and spatial orientation in space.

PIXEL ANIMATION. (*Israel's leading post production house*) *Tel-Aviv Israel*.

3D Animator - creating commercials on various SGI platforms. Typically

Doing all the work of 3-D character animation, rigging, modeling, lighting, texturing and rendering.

YEDIOT AHARONOT (*Israel's leading newspaper*) *Tel-Aviv Israel*.

Group leader and a Mac artist - Desktop Publishing Division at ROSH #1 working primarily with Photoshop in all buildup phases of a weekly magazine which included the design, retouching and special effects of all the magazines front pages, centerfold posters, ads and story pictures.

BOSTON SYSTEMS, INC. *Waltham MA.*

Software Engineer. C front-end compiler development. Added many new features as well as updating BSO compilers toward the ANSI-C standard. Invented and Developed one of the first Language Sensitive Editors.

COMPUTER SCIENCE DEPT. BRANDEIS UNIVERSITY *Waltham MA*

Teaching Assistant. Also designed and wrote the class assignments for the first undergraduate graphics course to be offered at Brandeis.

MILITARY EXPERIENCE (COMPULSORY)

Military Intelligence Officer - Served 4 years in the Israeli Military Intelligence, graduated from the Intelligence Officers Academy and served as a commander in the Israeli north command forces.

(Toward end of service: responsible for the entire state of alertness for Israel.)

Awards

“**Technology Achievement Award**”, Dreamworks Animation 2005, from Jeffrey Katzenberg and Steven Spielberg.

“**The High Ground Award**”, with MIT Sloan Fellows team, on strategy war games against Harvard Business School.

“**Annie Awards**” - Serving as Judge for the Animation Oscars.

“**Visual Effects Society**” (VES) - member in good standing, and recently invited to participate in the “Screeners”.

Films Group Awards and Nominations:

Kung Fu Panda receives an Academy Award Nomination for Best Animated Feature of the year, Oscars 2008

Kung Fu Panda wins the 36th Annual Annie Awards in 10 categories, including Best Animated Feature

Kung Fu Panda - 14 wins, 38 nominations

Over The Hedge - 6 wins, 19 nominations

Dinosaur - 4 wins, 20 nominations

Batman and Robin - 5 wins, 21 nominations

102 Dalmatians - 1 win, 3 nominations

Sindbad - 1 win, 8 nominations

Additional Achievements and Creative Highlights:

“**The Dead Sea Scrolls Revealed**” CD-ROM. rigging and animation. (Incl. the Jewish temple restoration)

Ranked in Top 100 in PC magazine. Awarded “The Invision Award” by New Media Magazine. Awarded “The Summit Award” by The International Communication Society. Best of 95 (out of 7 CD’s chosen) by Harvard University and was exhibited at the Vatican.

“**The Weitzman Institute Title**” For the Institute’s International Business Presentations (including an extensive use of Mental Ray volume light effects).

“**Wondertools**” - Compaq & Fisher Price interactive console game, invented and built a 3D engine in Softimage that automates all the 3D work in this game.

“**Purell**” realistic rigging and animation in 3D (incl. hair) of microorganism’s colonies. Aired on major US channels 97.

“**Dizenhaus**” - Featured in the pioneering Softimage 3D showreel 95 (with Jurassic Park, Casper, the Mask). A unique ‘reflection’ of classic animation inside a 3D world. Was selected by Microsoft’s to showcase 3D in their website.

“**Atlanta 96 Olympics**” Channel 1 Leading promo for the 96 Olympics.

“**Israel’s 96 Election**” Channel 1 Leading trailer for the Israeli 96 Election.

“**Multiplant**” on air (Ch2) till mid 1997. 21-second using motion control for the first time in Israel.

“**The Coca-Cola League**” Most exposed animation promo for the Israeli cable sports channel (ICP Ch5).

“**GT Interactive Logo**” Concept for the logo opening the company’s vast array of products.

Misc. Skills:

MS Office. (Incl. MS Excel, MS Power Point, MS Word, MS Project) on Mac OSX: Keynote, Pages, Numbers
Mobile and Web App development, with 3D focus. Unity 3D expert, C#, Xcode proficiency, Some Native IOS/Objective C. Micro-controllers such as Arduino and Arduino clones with BLE and various sensors, basic PCB design, Misc.

robotics applications such as rovers and various actuators such as Dynamixel servos.

PDI's EMO/script (Shrek's proprietary software), Linux, Unix & Shell Scripting , Maya, MotionBuilder, After Effects, Photoshop, Illustrator, Softimage 3D/XSI, Houdini, Alias, Dynamation, SI Particles, C/C++ (Maya API, Visual C++) Java, Flex (incl. JNI & Multi thread programming), JavaScript and XML, Mel scripting., Analytics, Localization, Digital Content Curation, Interface Design and Prototyping, UI/UX, VFX, etc;

General Qualifications:

- A knack for simplifying complex problems. Proven “unsolvable” problem solving skills.
- Ability to work in a fast paced exciting environment with high energy and where continuous innovation is required.
- Strong verbal, written and interpersonal communication skills, hands-on leadership and organizational skills.
- Team player and a consensus builder. Excellent conflict resolution and escalation skills.
- Experience of coaching and developing others, including leading a cross functional team.
- Record of success in creating programs that drive revenue and customer satisfaction.
- Track record in analyzing market opportunities, creating business plans and driving revenue growth.
- Track record of developing and driving strategy in a complex, global environment.
- Demonstrated ability to translate strategy into action with solid planning and execution.
- High attention to details, including proven ability to manage multiple, competing priorities simultaneously.
- Track record in improving and increasing production pipeline efficiencies.
- Experience integrating data from disparate systems to deliver a seamless customer experience.
- Successful history of launching innovative products. Strong ability to think strategically and creatively.
- Demonstrated analytical and quantitative skills, ability to use hard data and metrics to back up assumptions and develop business cases. Ability to clearly communicate these data insights to others.
- Experience in working in new or groundbreaking mobile technology areas, and developing complex product lines, ecosystems, or solutions that are the first to market. Expert mobile knowledge, recognized within the mobile industry.
- Ability to work independently and collaboratively with diverse teams, multi-task and work efficiently under pressure.
- Ability to travel domestically and overseas. US citizen.