TJ Connelly

tjconnelly@gmail.com • 617.549.5980

PROFESSIONAL EXPERIENCE

CREATIVE EXECUTIVE, 1-800-N0TH1NG

1-800-N0TH1NG is the innovation lab for Game Show Network   *full-time • april 2015 - march 2017*

Led design of products and mobile games for experimental media lab subsidiary of large entertainment company; developed projects from conception to prototyping to release, managing both internal and remote external engineering resources; created interface mockups, game mechanics and dynamics, and revenue models for a series of games including:

- *Bbble*, a UGC-powered social trivia game for mobile where players create short video questions, challenge friends, and compile and share playlists of their favorite hosts & topics; now live in the iOS App Store
- *Gotchuu*, a location/AR-driven social game for mobile where players compete in food fights while scavenging raw ingredients to craft new and complex food weapons; now live in the iOS app store
- *RoboKong*, a live-action, live-streamed FPS gaming experience where players control a live human avatar navigating a real-world maze of monsters and puzzle challenges; the event ran in June 2016 and garnered 750K unique Twitch viewers

Developed and executed an independent prototype for *BbbleBot*, an SMS client to Bbble using Python and Twilio; co-conceived brand strategy; pitched and presented candidate concepts and prototypes to senior executive team

FOUNDER, ONTHEBAR, INC.

onthebar is a social compass for nightlife.   *full-time • august 2011 - april 2016*

Co-founded small startup; developed product strategy and branding; focused on ux design, user growth, community evangelism, and management of engineering resources; individually responsible for business development, fundraising, sales, legal, bookkeeping, and payroll; developed custom backend user analytics system using Python & Postgres.
onthebar was a member of the 2014 PayPal StartTank Incubator class, a 2013 MassChallenge Finalist, and a 2013 50onFire Finalist.

MANAGER OF QPX OPERATIONS, ITA SOFTWARE (GOOGLE FLIGHTS)

full-time • january 2006 - october 2010

Promoted in 2006 to manage operations for ITA's flagship product, QPX. Organized individuals with disparate project focuses into a unified group responsible for all aspects of data delivery and response accuracy for QPX across more than 2,500 machines serving more than 65% of all US online airfare shopping.

Developed live operations interface used by multiple departments to help visualize deployments for parallel planning and faster incident triage; internal service became prototype for customer-facing portal;

Created tracking interface to help manage devops engineers performing large scale rollouts for strategic ($10M/yr+) customers; established ITA's canonical source of operational documentation with more than 3,500 articles defining services and alert/incident response.

Served as crisis manager, quarterbacking incident response between Ops, Engineering, and Commercial groups to ensure swift resolution and reduce customer impact.

EARLY CAREER

My first tech job was doing dialup tech support. I taught myself web development and Linux systems administration and eventually developed a knack for dealing with unwieldy data sets using perl and MySQL. My work was focused in entertainment, publishing, and local ISPs. As my career progressed I got into engineering management and began to develop more fully-formed products designed to simplify large and complex processes. One such project is Proscenium, a PHP/MySQL-based payroll and scheduling solutions for small businesses.

NOTES

- DJ for the Boston Red Sox and New England Patriots; won two Super Bowls and the World Series
- Experience in public speaking; among other work I am currently a guest lecturer in Emerson's Sports Marketing program
- Former on-air host at WFNX, RadioBDC, WMBR's Late Risers Club, and WZBC
- Articles in WIRED, The Boston Globe Magazine, BostInno, ESPN, Boston Magazine, et al; cover articles in Boston Metro & The Providence Journal