

# Russell Quinn

**Nationality:** British

**Date of birth:** 31st of March 1979

**Languages:** Native English, intermediate Danish, basic German

**Location:** San Francisco, USA / Zürich, Switzerland

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## Overview

After graduating with a first class degree in computer science from Cardiff University, UK, I spent five years working for a subsidiary of Sony Computer Entertainment Inc. producing games console development tools.

In August 2005 I relocated to Copenhagen to start Spoiled Milk, a media company concentrating on web development, usability, print design and branding. In the summer of 2008 we opened a foreign branch in Zürich and quickly grew to over ten people.

During my time at the company, I was involved with running the business at all levels. As we grew and stabilised, I settled into a Technical Director role where I was responsible for coaching, research and development, project management and software development on the principal projects.

In mid 2009 I stepped down from full-time employment duties to work on personal projects. During this period I designed and developed iPhone apps for McSweeney's, ProPublica and Creative Review. I also offered consulting services to several clients in the publishing industry.

In 2010 I joined McSweeney's in San Francisco as their Digital Media Director.

# Skills

- **Managerial:** Small business development, project management, event organisation, coaching, SCRUM, brand strategy, new media consultancy, copywriting, futurism.

- **Technology:** Ruby on Rails, iPhone development (Objective C/Cocoa), ActionScript, PHP, MySQL, JavaScript, XHTML, CSS, C++, Java, UML, Object Orientated methodologies.

- **Creative:** Photoshop, Illustrator, Flash, art direction, doodles.

# Employment

- **McSweeney's** (2010 - present)  
Digital Media Director, *San Francisco, USA*  
[www.mcsweeneys.net](http://www.mcsweeneys.net)

Forecasting, designing and developing media across all digital platforms.

- **Consultant** (2009 - 2010)  
Self employed, *Zürich, Switzerland*  
[www.russellquinn.com](http://www.russellquinn.com)

Freelance consulting—including iPhone application design and development—for several international clients.

- **Spoiled Milk ApS Zweigniederlassung** (2008 - 2009)  
Founder, Technical Director / Technical Consultant, *Zürich, Switzerland*  
[www.spoiledmilk.ch](http://www.spoiledmilk.ch)

I established and developed a foreign branch of the Danish parent company detailed below. I ceased full-time employment in mid 2009, but remain a Technical Consultant, shareholder and member of the board.

- **Spoiled Milk ApS** (2005 – 2008)  
Founder, Technical Director, *Copenhagen, Denmark*  
[www.spoiledmilk.dk](http://www.spoiledmilk.dk)

*“Spoiled Milk is a skilled team of creative, technical and strategic talents working together to create engaging online experiences. Founded in 2005, they currently operate from studios in Copenhagen and Zürich.”*

Spoiled Milk is a media company that I founded along with a Danish friend. They cover a wide range of disciplines, but focus on web application development, usability, print design and branding. The aim is to hit the sweet spot between art and technology.

My role covered all aspects of the business including: software development, project and team management, client liaison and development of internal technologies.

- **Craftwork ApS** (May 2006 – Nov 2006)  
Software Engineer, *Copenhagen, Denmark*  
[www.craftwork.dk](http://www.craftwork.dk)

Craftwork is a team of experts exploring and pushing the limits of iTV platforms. During my six months here I wrote several modules in Java for a new SKY TV middleware platform.

- **SN Systems Ltd. / Sony Computer Entertainment International** (2000 – 2005)  
Software Engineer, *Bristol, UK*  
[www.snsys.com](http://www.snsys.com)

*“SN Systems is a Sony Computer Entertainment Inc. (SCEI) owned software company based in Bristol, UK, that produces the industry standard development tools used by console programmers worldwide”.*

I spent five years at SN Systems and worked on everything from command- line build tools (such as compilers, assemblers and linkers) to graphical performance analysers and the next version of the company’s lead debugger product.

I also spent a week on the road in California visiting customers, helped to run a stand at the Game Developers Conference (GDC) in San Jose and undertook several short trips to UK/Europe-based customers to beta test new products.

## Education

- **Cardiff University, UK** (1997 – 2000)  
BSc Computer Science (First Class Honours)

- **Cheltenham Sixth Form Centre, UK** (1995 – 1997)  
A-Levels: Maths, Physics, Geology. AS-Level: Computer Science

# Publications

I been interviewed by YCN, the Young Creative's Network (UK), on the subject of evolving a creative enterprise and The Tamarind (Italy) reflecting on the success of Spoiled Milk.

I have also given interviews to several media organisations, including Nieman Journalism Lab, to discuss the McSweeney's iPhone app. Additionally, I was an invited speaker at Netzzunft (Switzerland) to give my thoughts on the future of publishing.

My record cover designs and artwork have been featured in magazines such as Creative Review (UK), XFUNS (Taiwan), Bitchslap (Denmark) and First Point (UK), as well as the books 1000 Supreme CDs and Around Europe.

# Interests

I enjoy working on a diverse range of projects that includes design, human-centric technology, social ventures, handcrafts, computer science, art and wildly speculating about the future. I also organise occasional local events under the name We Speak English, experiment with musical instruments and documentary filmmaking, and like debating socio-economics on my blog.