Mike Mase

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Product Engineer — I'm a Product Engineer at Snapchat, spearheading innovative AR initiatives across various platforms. I lead projects that extend Snap's AR technology beyond the core app, delivering cutting-edge experiences through diverse and impactful off-platform applications. With a robust background in product management, design, and engineering, I excel in rapid prototyping and creating seamless, visually appealing user interfaces. My solid understanding of backend system design ensures a cohesive and efficient integration between frontend and backend components, delivering comprehensive and user-centric solutions.

Work Experience

Snap, Inc.

Software Engineer, Level 5   Apr 2022 - Current

Leading Snap's Web AR integrations with partners both internally and externally, I also oversee the conceptualization, design, development, and launch of innovative products.

Notable Projects:

- **Snapchat Camera for Chrome**: Developed a Chrome extension using Snap's CameraKit Web SDK, enabling users to apply AR Lenses directly within the browser for a seamless and interactive experience. Now available in the Chrome Web Store.

- **Snapchat Photo Booth**: Created a web-based AR photo booth using Snap's CameraKit Web SDK, allowing users to capture and print photos with various Snapchat Lenses. The project included a transparent OLED display and real-time WebSocket communication.

- **Coca-Cola AR Vending Machine - Paris 2024 Olympics**: Engineered a touchless AR vending machine for Coca-Cola, featuring gesture-controlled user interface and real-time prize dispensing based on user interactions, showcased at the Paris 2024 Olympics.

- **Camera Kit Web Test Tool**: Built an internal tool for testing millions of Snapchat Lenses with WebAR, featuring an integrated console, live metrics, camera controls, video recording, and lens sideloading, heavily utilized by Snap employees.

- **Snapchat AR Mirror**: Developed the administration app for AR Mirrors, enabling configuration management, image viewing, and WebAR lens testing. The app included user roles for access control and featured a mode for displaying photos and QR codes to guests.

- **Snap for Developers**: Led the overhaul of Snap Docs into Snap for Developers, enhancing usability, reducing build times by 80%, and adding a new interactive tutorial module. The portal now serves as a comprehensive resource for Snap's developer community.

- **Snapchat GenAI Photo Booth**: Created an interactive photo booth using Snap's proprietary GenAI solution, allowing users to select prompts and generate AI-enhanced photo strips. The project included real-time frame processing and WebSocket communication.

- **Snapchat Lenses for Microsoft Teams**: Partnered with Microsoft to integrate 32 Snapchat Lenses into Microsoft Teams, utilizing a custom rendering pipeline to process and convert video frames in real-time, enhancing virtual meetings with AR effects.

Adobe, Inc.

Software Development Engineer, Level 4   Jan 2021 - Apr 2022

Founding engineer for Adobe's Live Streaming platform, Adobe Live. Built platform components: video library, video player, mini player, chat.

Adobe, Inc.

Software Development Engineer, Level 3   Jan 2016 - Jan 2021

Intent Media, Inc.

Sr. Front End Engineer   Feb 2012 - Jan 2016

Front end engineering lead on the build of high volume user interfaces for comparison tool and sponsored search ad platforms on major travel sites: Kayak, Expedia, TripAdvisor, Orbitz, Hotwire, Travelocity, CheapTickets and various others.

Rewind Radio

Founder & Engineer   Jan 2014 - Oct 2015

Musical time travel was never possible before Rewind. The app takes several professional sources of music playback data and generates a playlist based on a given individual season, year or decade. Its back end is powered by a small Ruby script, MySQL and memcached.

iHeartMedia, Inc.

User Interface Engineer   Jun 2010 - May 2012

Responsible for complete redesign and user interface overhaul for professional web, desktop and mobile applications including Mediabase, Media Monitors, Zetta Radio Automation and RCS News. Lead on any design and development for any RCS division websites.

drinkcaffeine

Designer   Jan 2010 - May 2010

Supported the Caffeine team in various projects for a range of clients including BIC World, Okemo Mountain Resort and Pebble Beach Resorts.

McLaren Engineering Group

Web Developer & Designer   May 2008 - May 2010

Sole designer and developer of the McLaren Engineering Group corporate website (since altered). Redesigned the corporate logo and internal logos. Developed applications that allows authorized employees to login, manage employment applications and add items to the online company portfolio.

Mase

Web Development (Contracting)   Jan 2002 - May 2010

Mobile, desktop and web application design and development.

Education

Quinnipiac University

Bachelor of Arts, Interactive Digital Design

Activities and Societies: Quinnipiac STAR Program, IDD Club, Computer Programming Competition