Simon J Cummin

[address and phone number available on request]
simoncummin@gmail.com

Senior Creative Technologist with over 15 years experience. With a skills toolkit including AI, VR/AR, fullstack web, events, DOOH and activations.
Check out some of my work here sjc.digital.

Experience

Engage Works, London — *Creative Technology Director*

SEPT 2024 - PRESENT

Managing Creative Technology, leading the Software and Engineering teams to develop ideas and iterate to production ready deliverables. Working with the ECD to develop concepts and rapid prototypes. Clients include Sky Academy, Natural History Museum Abu Dhabi, Arabic Language Museum Riyads and HSBC.

House 337 / Engine, London — *Senior Creative Technologist*

OCT 2021 - SEPT 2024

Working both in-house with clients and internally to develop innovative technology for marketing and campaign activations. Clients include Santander, Apple, RAF, Missing People and WWF. I developed the agency website and created a suite of internal AI tools, including a bespoke APIs into Midjourney via Slack. Working on web, activations, DOOH and AR filters for TikTok, Instagram and Facebook. Awards for work include D&D Shortlists and Creative Circle winners.

Rebel & Soul, Singapore — *Senior Creative Technologist*

JAN 2016 - NOV 2018

Creating experiential technology led events for clients around APAC, including HSBC, CNN, Land Rover, MasterCard, Quintessentially and Necker Island. From small AR experiences to large scale events at Marina Bay Sands.

Freelance, UK — *Creative Technologist*

JAN 2010 - 2016 & 2018 - 2021

I've worked on live entertainment and immersive experience since 2010, working with immersive theatre companies, events companies and restaurants, here are some highlights:

Monopoly: Lifesize
Managing overall project, including tech installation, planning and coordination
London 2021

Doctor Who: Time Fracture
Early concepting, development and working as the main contact with landlord Grosvenor Estates and Westminster Council
London 2021

Creative Tech Skills

Full Stack Software Development:
 – JavaScript, HTML, CSS and various frameworks, including Svelte
– NodeJS, ExpressJS, SocketIO and various NPM Modules and git
– Fun libraries, like GSAP, Lottie and ThreeJS
– AWS, Azure, Heroku, Netlify, MongoDB

AI:
– OpenAI API, fine tuning, Tool Calling and schema base responses. GPT, DALL-E3, Whisper etc
– Embeddings for RAG and KNN searching, both locally and on cloud DBs
– Midjourney, ComfyUI, Stable Diffusion, Tensorflow (js and python)
– Misc. APIs, like ElevenLabs, DeepAI, Stability etc
– Local AI tools, like Ollama and VLLM for running open source and custom models

CG/3D interactive pipelines:
– Unity3D (C#) and Unreal (Blueprint)
– Blender and C4D (with AfterEffects)
– WebAR/VR with threeJS, AR.js , Lens Studio and bespoke

Events:
– Projection mapping and show control tools, like QLab, Madmapper and Disguise.
– Specialist protocols, like OSC, DMS, TUIO and even... MIDI.
– Visualisation tools like SketchUp
– Microcontrollers/SBCs: ESP32, RaspberryPi, DOOH

The Fat Duck Restaurant/Heston's Perfectionist Café
Interactives/AV/Lighting Development and Consultancy
Bray/Heathrow Airport 2015/16

The Crystal Maze Live
Management and Pre Opening Development
London 2016

Discover Children's Story Centre
Production Management for The Fantastic World of Dr Seuss and Technical
Consultancy for Story Trail
London 2016

The Floating Cinema And Various UP Projects
London and National Events 2013/14/15

Design Museum
Management of Various Events including AXA Awards Shad Thames, London
11/14 – 06/15

Cinema for Fantasy High Street/Nunhead Council
Nunhead Green Aug 2014

Joules Verne Screenings and Band
Hornimans Museum Forrest Hill Aug 2014

Electric Pedals, Boots Energy
Boots Headquarters
Sept 2014

Dickens Abridged
Producer
Arts Theatre, West End 2013/14

Belt Up Theatre's Macbeth
Co-producer with Jethro Compton Limited
House Of Detention Clerkenwell April/May 2010/11

Misc. Skills
Adobe Creative Suite, MacOS, Linux,
Windows, TeamViewer, Microsoft
Office, Google Workspace, Teams and
various workplace tools

Qualifications/Certificates

Unity Developer Certification
Unite 2016, Singapore

Webflow Certificate
2021 Webflow University

DMX Training Certificate
PRG Europe

Personal Alcohol License
Perpetual

Enhanced DBS
Perpetual (update service)

Full Clean UK Driving License

Advance PADI Scuba Diving

Interests

Yoga

Pizza (making and eating)

Travel

EDUCATION

Royal Holloway, University of London, UK
Upper Second Class

2006 - 2009

Drama & Theatre Studies, Specialising in Lighting, Sound and AV.