

DAVID WHIFFEN

373 Front Street West, Unit 3201, Toronto, ON M5V-3S8
(416) 996-8183 / david.whiffen@ryerson.ca

EDUCATION

RYERSON UNIVERSITY - RADIO AND TELEVISION ARTS

Toronto, Ontario

Bachelor of Arts in Media Production (formerly Radio and Television)

Graduated June 2015

HOLY TRINITY CATHOLIC SECONDARY SCHOOL

Oakville, Ontario

Ontario Scholar Graduate

Graduated June 2010

RELATED EMPLOYMENT EXPERIENCE

RYERSON UNIVERSITY RAMS VARSITY HOCKEY TEAM

Assistant Coach, Video & Analytics

2013-Present

- Responsible for creating, coding, and developing the hockey team's entire video and analytics systems from scratch using a combination of Brackets, Unity, and Photoshop.
- Built a suite of applications, including a cumulative statistics archive, a player ice time tracking application, a puck possession application, as well as a shot tracking application.
- Built a custom hub application, which brings all the information together for the players and coaches to access quickly and easily to evaluate player performance.

CBC: HOCKEY NIGHT IN CANADA & SOCHI OLYMPICS

Program Assistant

January 2014-June 2014

- Work at CBC headquarters in Toronto on productions for live broadcast.
- Shot-lister of games, editor and producer of highlight packs and videos, research analyst for on-air talent.

LEAFS TV - MAPLE LEAF SPORTS & ENTERTAINMENT

Program Assistant Intern

September 2010-September 2011

- Served as an assistant to Producer Mark Askin, and assisted the game day production crew for Toronto Maple Leaf broadcasts.

CLUTCH PICTURES

Director, Producer, Editor

2005-Present

- Created over 100 short films and videos for various corporate and personal projects. Some companies include Pepsi, Ford, the London Knights Hockey Club, and the Greater Toronto Hockey League.
- Created a feature film called "Singularity", which premiered in a local theatre, with proceeds donated to HOPE charity.

GAMELOVERS.CA

Webmaster, Animator, Director

2000-2007

- After teaching myself to code in HTML, CSS, and Actionscript, at the age of 9, I built my own website called Gamelovers.ca, which hosted animated movies, and video games.
- I produced several short films and animations for Newgrounds.
- One of my passion projects was "Sonic Adventure 3: Revenge is Eternal", an episodic sprite-styled animated series, intended to be pitched to Sega as an actual game.
- The website had over 200,000 unique visitors, Google Ad support, and partner affiliates.

RELATED COURSES AND TRAINING

TRY OBJECTIVE-C, APP EVOLUTION WITH SWIFT, MySQL

2016

CodeSchool.com

Online series of courses covering fundamentals of Objective-C, developing applications with Swift, and constructing databases in SQL.

GAME DESIGN IN VISUAL BASIC

Summer 2000

Sheridan College

Weekly course, learning to write computer game programs in Microsoft Visual Basic.

PROFICIENT IN:

GoLive, Flash, Fireworks, Photoshop, Dreamweaver, Brackets, Final Cut, Premiere, After Effects, XCode
Unity

LANGUAGES:

HTML5, CSS, Actionscript, Visual Basic, C, PHP

AWARDS

2011 TARA Awards - Best Electronic Field Production - Ryerson University RTA Program

2012 TARA Awards - Best Practicum Project: "Hunting Season" - Ryerson University RTA Program

REFERENCES

Mark Askin

Producer

Sportsnet

Mark.Askin@rci.rogers.com

(416) 702-5908

Kathy Broderick

Producer

CBC: Hockey Night in Canada

kathy.broderick@cbc.ca

(416) 948-2489

Don Cherry

Host, Coach's Corner

Hockey Night in Canada

lcblue@sympatico.ca

(905) 274-3007