

# DAVID WHIFFEN

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

## EDUCATION

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**RYERSON UNIVERSITY - RADIO AND TELEVISION ARTS** Graduated June 2015  
Toronto, Ontario  
Bachelor of Arts in Media Production (formerly Radio and Television)

**HOLY TRINITY CATHOLIC SECONDARY SCHOOL** Graduated June 2010  
Oakville, Ontario  
Ontario Scholar Graduate

## RELATED EMPLOYMENT EXPERIENCE

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**RYERSON UNIVERSITY RAMS VARSITY HOCKEY TEAM** 2013-Present  
*Assistant Coach, Video & Analytics*

- 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** January 2014-June 2014  
*Program Assistant*

- Shot-lister of games, editing and producing highlight packs and videos, as well as conducting research and analysis for on-air talent.

**LEAFS TV - MAPLE LEAF SPORTS & ENTERTAINMENT** September 2010-September 2011  
*Intern*

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

**CLUTCH PICTURES** 2005-Present  
*Director, Producer, Editor*

- 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** 2000-2007  
*Webmaster, Animator, Director*

- 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**

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### **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**

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

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

## **REFERENCES**

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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