



Mobile Development Day

Sponsored by The Research Park at the University of Illinois
iHotel and Conference Center, Jan. 31, 2013

Track Locations:

Technical = Alma Mater Room

Entrepreneurial/Business = Lincoln Room

Design/User Experience = Quad Room

Agenda

8:15 am	Registration Begins	
8:45 am	Welcome Remarks and Update on Research Park <i>Laura Frerichs, Director of Research Park, University of Illinois</i>	Chancellor Ballroom
9:00 am	Keynote: "Computing for the masses using mobile and the cloud" <i>Chris Williamson, Wolfram Research, General Manager and Executive Director of Software Technology</i>	Chancellor Ballroom
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10:00 am	BREAKOUT SESSIONS #1	
	Community Apps: Research Park iOS Application and ExploreCU <i>LJ Wong, Research Park, Mobile Development Consultant</i> <i>Sarah Christensen, College of Fine and Applied Arts, Visual Resources Curator</i>	Alma Mater Room
	Mobile Methodology: iOS vs Android; App vs. Website; Picking the Right Path <i>Brandon Bowersox-Johnson, Pixa, Vice President of Technology</i> <i>Maya Bruck, Pixa, Lead Designer</i>	Lincoln Room

Ben Young, Pixo, Senior Software Engineer
Bryan Cribbs, Pixo, Senior Software Engineer

Getting Noticed: Making Apps That Grab Apple's Attention Quad Room
Matt Hutton, Creative Director + Partner, Spinlight

11:00 am BREAKOUT SESSIONS #2

Hiring and Being Hired in Mobile Development Alma Mater Room
Chad Lilly, Lextech, Director

Panel on Mobile Development Education: Coursera at UI, Lincoln Room
Research Park iOS Classes, Parkland College
Lawrence Angrave, UIUC, Senior Lecturer
Mike Haberman, Illinois Informatics Institute, Senior
Software Engineer
Maria Mobasseri, Parkland College, Chair of the
Department of Computer Science and Information
Technology

Responsive Web Design: Mobile Optimized Website Quad Room
Doug Burgett, Office of Communications for Enrollment
Management, Creative Director
Jed Willard, Institute for Genomic Biology, Senior Web
Programming Specialist
Tim Offenstein, Lead Information Design Specialist and
Campus Accessibility Liaison, Campus Information
Technologies and Educational Services (CITES)

12:00 pm Lunch Chancellor Ballroom

12:20 pm The Importance of Mobile in Urban Flow Chancellor Ballroom
Dan O'Neil, Smart Chicago Collaborative, Executive
Director

1:10 pm BREAKOUT SESSIONS #3

Picking The Right Tool For The Job: Developing Android Alma Mater Room
Applications with Native Code
William Seemann, AITS, Software Engineer

Mobile Development in the Office for Mathematics, Science Lincoln Room

and Technology Education
Jana Sebestik, *Office for Mathematics, Science, and
Technology Education, Assistant Director of STEM
Curriculum Design*
Michael McKelvey, *Office for Mathematics, Science, and
Technology Education, Coordinator of Engagement
Technology and New Media*

Rapid Prototyping
Tim Kuehlhorn, *004, Mobile Software Engineer* Quad Room

Public Transit Goes Mobile: MTD's App Challenge
Ryan Blackman, *Software Developer/Network Administrator*
Amy Snyder, *Communications Specialist* Chancellor Ballroom
Benjamin Esham, *Software Development Intern*

2:00 pm BREAKOUT SESSIONS #4

Creating a Better Browser for Mobile Activity Alma Mater Room
Sam King, *Adrenaline Mobility, Founder and President*
Shuo Tang, *Adrenaline Mobility, Founder*

From Development to Release: Orderbolt and Virtual Dugout Lincoln Room
Bryce Morrison, *Orderbolt, Co-Founder*
Dr. Charles "Stretch" Ledford, *UI Department of
Journalism, Assistant Professor*
Robert Pieta, *UI Student*

HTML5 and Hybrid Apps Quad Room
Alex Shirazi, *iControl Networks, User Experience Designer*

3:00 pm BREAKOUT SESSIONS #5

Porting kGrove Expertise Application to the iPad Alma Mater Room
Max Burnette, *Ploughman Analytics, Computer Scientist*
Eric Crawford, *Independent Mobile App Developer*
Dick Detzner, *Freelance Graphic Designer*

Introduction to FasPark, the Street Parking Application and Lincoln Room
Business Development in a Startup
Gerhard Boiciuc, *FasPark, VP Business Development*

Augmented Reality in Publication
*Alan Craig, NCSA, Associate Director, Human Computer
Interaction at I-CHASS*

Quad Room

4:00 pm BREAKOUT SESSIONS #6

Mobile Accessibility
*Kathi Gorrell, UI AITS, Quality Assurance Specialist /
Accessibility Testing Specialist*
Siri Balusani, UI AITS, Quality Assurance Specialist
Alessandro Bellina, UI AITS, Software Engineer
*Hadi Rangin, Assistive Communication & Information
Technology, Software Development Specialist*

Alma Mater Room

Mobile Development Considerations: IMO® example of
using Mobile as an Entrepreneurial Driver
Blake Giles, IMO, Oversight Manager

Lincoln Room

From Printed Book to Mobile App
Jamie Williams, mpressInteractive, Senior Developer

Quad Room

5:00 pm **TechMix!** Reception: Happy Hour and Appetizers
Sponsored by Research Park at the University of Illinois,
Neustar, Singleton Law Firm; and Champaign County
Economic Development Center and the Small Business
Development Center

Chancellor Ballroom

7:00 pm Adjourn
