

Ben Berman

Software engineer · San Francisco

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Benjamin Berman is a software engineer based in San Francisco. He builds tools and platforms for games, film, and applied research, and has developed software for filmmakers, writers, and fine artists. Today, he is working on AppMana, Hidden Switch, and research projects in generative AI, image processing and language modeling.

experience

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| 2021–present | AppMana — chief executive |
| 2017–present | Hidden Switch — chief executive |
| 2014–2015 | Workpop — chief technology officer and co-founder |
| 2013–2014 | Scopely — game developer |
| 2011–2016 | Invivia — consultant |
| 2010–2013 | Fourth Floor Productions — assistant to Errol Morris |
| 2010–2011 | Radcliffe Institute — assistant to Lucien Castaing-Taylor |

education

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| 2015–2017 | Massachusetts Institute of Technology — master of science |
| 2008–2012 | Harvard University — bachelor of arts |

selected work

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| 2026 | Scopely: Monopoly GO! generative art pipeline
A custom image-generation system developed for Scopely allowed the studio's art team to produce on-brand marketing art and live-ops assets for Monopoly GO!. |
| 2019 | Monster Match
Funded by Mozilla's Creative Media Awards, this dating app for monsters shows players how recommendation algorithms narrow who they see. |
| 2024 | Rangers Wanted
Developed with Niantic for the Theodore Roosevelt Presidential Library, this AR conservation game has Theodore Roosevelt deputize kids as rangers to rewild their own rooms and yards. |
| 2015 | The Baskerville Experiment
A quiz on nytimes.com secretly tested whether a sentence's typeface affects its believability across New York Times readers, with Baskerville emerging as the most trusted. The findings were later published as Pentagram Paper 44. |

2022	PGA Jr. League Safari Par-Tee Created for the PGA of America, this augmented reality game for children transforms an ordinary room into a nine-hole golf course.
2012	Did My Brother Invent E-Mail With Tom Van Vleck? Originally built and co-bylined for Errol Morris's New York Times series about his brother and the invention of electronic mail, this 1965 CTSS terminal has been restored here and is playable again.
2013	The Unknown Known Animated sequences and archival research for Errol Morris's film about Donald Rumsfeld and his thirty years of memos.
2016	Demon in the Freezer Errol Morris's New York Times Op-Doc on the smallpox stockpiles that were never destroyed.
2023	Visa: FIFA Women's World Cup A playable Visa experience for the 2023 FIFA Women's World Cup, reached straight from a social feed, where the average session ran half again as long as the platform benchmark.
2023	Oreoverse A multiplayer cookie-tossing game for Oreo that allowed strangers to play together directly inside the same advertisement.
2016	Virtual High Visual effects and an executive producer credit on a Disney Channel short set in a high school that runs in virtual reality.
2023	Hyundai IONIQ 5 Virtual Test Drive Meta Creative Shop's flagship Infinite Window placement put a photoreal Hyundai IONIQ 5 test drive inside a browser tab.
2023	Nike LeBron XX An interactive Facebook ad for the LeBron XX launch let audiences play as LeBron James against Father Time inside Meta's Infinite Window placement.
2026	Propaganda Tennis A pixel-art swipe tennis game.
2023	Wendy's March Madness Developed with VMLY&R for Wendy's NCAA tournament campaign, this browser basketball minigame concluded with a food offer on the end card.

clients

Scopely · Nike · Mondelēz · Visa · Hyundai · Nissan · Prada · Samsung · Meta · Roblox · NHL · PGA of America · Niantic · The New York Times · Mozilla · OpenAI · Microsoft · Disney Channel · United Nations · Harvard · MIT Media Lab

talks & appearances

2026	Guest lecture: AI Ethics and Policy (2026) — guest lecturer
2024	Guest lecture: AI Ethics and Policy (2024) — guest lecturer
2024	RightsTech AI Summit: Copyrighting Generative AI — panelist

2023	Microsoft talk (AppMana)
2023	Land of the Giants: The secret algorithms that control your love life — interview
2022	MIT Media Lab E14 Fund Startup Showcase — presenter, AppMana
2022	Call Me Curious: Can Your Dating App Predict Chemistry? — interview
2020	Vox: Answered — interview
2019	BBC Radio 4: Why does Facebook want you to date? — interview
2019	NBC News: Swipe Right — interview
2019	Roguelike Celebration: Tips, Tricks and History for Card Game Roguelike Design — speaker
2017	Roguelike Celebration: Level Generation Using Machine Learning — speaker
2015	The Grolier Club: Pentagram Paper 44 — appearance
2014	General Assembly: Million Dollar Games — instructor
2014	Worldwide Meteor Day, Los Angeles — host and speaker

selected press

8 Aug 2012	The New York Times — Hear, All Ye People; Hearken, O Earth (Part 1)
2 Apr 2014	The New York Times — Deciphering Donald H. Rumsfeld in 'The Unknown Known'
20 Jun 2011	The New York Times — Did My Brother Invent E-Mail With Tom Van Vleck? (Part Two)
6 Jan 2010	The New York Times — Sweetgrass: The Last Ride of the Montana Shepherders
24 Aug 2016	WIRED — How Designers and Scientists Are Using Bees to Map NYC's Microbes
27 Jun 2021	WIRED — It's 2021, why are dating app algorithms still so bad?
25 May 2019	WIRED — This Dating App Exposes the Monstrous Bias of Algorithms
4 Oct 2019	NBC News — Swipe Right: Are dating apps helping or hurting our love lives?
2026	CBS News — Theodore Roosevelt Presidential Library opening in North Dakota Badlands
2026	Bloomberg — AI Teddy Roosevelt greets library visitors
14 Feb 2020	Vox — Tinder may not get you a date. It will get your data.
2019	BBC Radio 4 — Beyond Today: Why does Facebook want you to date?