# 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**<br>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**<br>Funded by Mozilla's Creative Media Awards, this dating app for monsters shows players how recommendation algorithms narrow who they see. |
| 2024 | **Rangers Wanted**<br>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**<br>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

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| 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

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| 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 Sheepherders |
| 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? |