

BRYAN BALLI

Creative Technologist

Cover Letter

To Whom It May Concern,

As a Creative Technologist I've learned to mentor cross-team relationships, automate executions and push product frameworks to deliver best-in-class visual experiences. As a Web3 native, I experiment with blockchain technology to deliver unique utility and sustainable distribution for independent creators.

I enjoy ideation, big-ideas, leading stand-up, client calls, articulating limitations, and onboarding creatives to technical build environments like Blockchain. Capable of executing design and code while institutionalizing processes across account, creative, and engineering teams.

- Designs, codes, and prototypes in Figma & HTML5/CSS/JS
- History of integrating emerging web tech into traditional creative
- Leads client onboarding, strategy, and execution
- Sets delivery expectations, oversees client-journey

Bryan Balli

Creative Technologist

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Experience

WEB3

WEB2

DETAILS

2021.10 - CURRENT - SCARYGARYS.COM

Scary Gary PFP

NFT Strategist, Technologist, Art Producer

Directly strategized with NFT artist Mister Goldie (Rolling Stone featured, Coinbase sponsored) to establish his debut PFP project.

Established hand-off processes with developer team at imnotArt Chicago.

Developed Figma JS plugin generating comps for artist to visualize, edit, package, and ship pixel-perfect traits.

Onboarded artist to Figma and led in the re-production of his hand-drawn artwork into vectorized assets.

2021.04 - CURRENT - EDITTRAX.COM

EditTrax Music NFTs

Founder, Creative Director, Prod Developer

Concepted, designed and coded interactive music NFT viable-product

that removes 3rd party service providers; increasing profits for

creators by 15%+ minimum.

Coded in HTML5 and hosted decentralized static website on IPFS via Fleek resolving to .nft extension.

Created all marketing collateral, advertising banners, promotional videos, website copy.

Actively onboarding collectors and collaborators to the Tezos Blockchain.

2022.01 - CURRENT - ORBIX360.COM

Mintverse NFT Marketplace

NFT Consultant, UI Designer, Front End Dev

Actively strategizing launch, consulting over features, brand strategy UI/UX.

Coded HTML5 templates across product, mint, and home pages.

2018.04 - 2020.06

Epsilon (Publicis Groupe)

Creative Technologist, Front End Developer, Software Engineer, UI/UX, Motion Design

Provides strategy and custom code for top-tier client requests, offers innovative marketing solutions that integrate emerging web technologies VR/AR, design trends, and advances in user experience.

2014.11 - 2018.03

Conversant (Alliance Data)

Creative Technologist, UI/UX, Motion Design

Audience LOB product development and process SME, re-imagines client creative to fit media delivery platforms.

Direct LOB creative capabilities and process SME, drives documentation maintaining a cross-team process for custom creative requests.

2011.11 - 2014.11

Greystripe Mobile Media

Sr. Rich Media Designer & Developer

Digest Client RFPs and design high-

impact conceptual storyboard art for mobile creative on IOS.

Collaborate with and direct third-party creative services to the scope and gather build assets for a launch.

Represent and articulate Greystripe's rich media ad features and capabilities on client calls.

2021.01 - CURRENT

Freelance Creative

Brand Strategist, Product Manager, Front End Developer, UI/UX,

Consulting, designing, developing, and managing digital brands, custom

HTML5 websites, and e-commerce products across Shopify, WebFlow, Wix, Squarespace, and Mailchimp.

NFT Project Stats

SCARYGARYS (DOT)COM

EDITTRAX (DOT) NFT

MINTER (DOT) ORBIX360 (DOT) COM

• 100+ ETH VOLUME TRADED

• 825 COLLECTED (SOLD OUT)

• 50+ 1 ON 1 ONBOARDS TO TEZOS

• 20+ CREATIVE COLLABORATORS

Toolbox

JIRA • HTML/CSS/JS • FIGMA

ADOBE CS • VECTARY • WEBFLOW

GSAP • API'S • JS LIBRARIES • WIKI

GITHUB • SLACK • THREE JS

KEY NOTE • AI / ML • A-FRAME

DISCORD • IPFS • COMMAND LINE

MATERIAL UI • JS FRAMEWORKS

TYPESCRIPT • TAILWIND

Education

Illinois Institute Of Art, Chicago

BACHELORS | Advertising & Design

ASSOCIATES | 3D Comp Animation

Contact

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2022 - RESUME

THANK YOU - BBALLI.ON.FLEEK.CO

2022 - PORTFOLIO SAMPLES

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