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Profile

Innovative leader at the intersection of creativity and technology with well over a decade of experience crafting digitally enabled experiences for high profile brands. Developer by background, creative leader by evolution, maker by nature.

Experience

Freelance Creative, Technology and UX Consultant – 2019-Present

MullenLowe, Boston, MA – 2001-2019, various roles:

Creative Director
Responsible for creative direction on award-winning, experience-driven projects for clients like National Geographic Channel, Royal Caribbean, JetBlue and Burger King. Lead cross-functional teams composed of art directors, visual designers, copywriters, UX designers and developers. Additionally, built and directly managed a team of Creative Technologists, tasked with bringing innovation to the agency's creative culture.

Director of Digital Production
Lead and directly managed a team of UX designers, web developers, production designers and QA specialists, producing a range of digital experiences, from content managed site redesigns, to web applications, to social content, to digital ad campaigns. Provided philosophical direction and identity for a digital team embedded into a large, traditional ad agency, while growing the group in size, prominence and reputation.

Technical Lead / Senior Web Developer
Lead development efforts and contributed individually as a full stack developer on a variety of projects, mainly content-managed sites, web applications and campaign sites for clients like General Motors, Timberland, the Department of Defense and HSBC.

Senior Web Developer, The Screen House, Boston, MA – 1999-2001
Lead full-stack development on e-commerce sites for dot-com era startups and clients like Goldman Sachs, IKEA, Harvard Business School and Boston Consulting Group.

Awards

Emmy for Outstanding Creative Achievement in Interactive Media: Social TV Experience • Two additional Emmy nominations • Six Cannes Lions: UX, Storytelling, Visual Design, Digital Design, Microsite, Overall Aesthetic • Many other ad industry awards including Gold Pencil for UX Design, Gold Clio, Gold LIA, Silver Effie • FWA Cutting Edge • Google Creative Sandbox • Many Hatch and MITX including Best in Show and Best UX

Skills

Leadership and management • Creative direction and concepting • Technology strategy and implementation • Copy and content writing • Prototyping • Sketch • Client relationship management • Extensive full-stack web development background: HTML, CSS, Javascript • Python, Ruby on Rails, Java, PHP • Arduino, Raspberry Pi • iOS, Swift

Education

Northeastern University, Engineering. Daniel Webster College, Computer Science

Selected Works

The common thread through my work is the application of innovation and technology to the creative process to produce user experiences that tell a compelling brand story. A selection of highlights from over the years includes:

Several "second-screen" companion websites for **National Geographic Channel**:

<u>Live From Space</u> — Emmy-award winning companion site for the live TV program of the same name. Site plots the position of the ISS in real time while using a variety of data APIs to reveal similarities and differences between people across the globe. Social extension featured participation of both Neil deGrasse Tyson and Stephen Hawking.

<u>Killing Kennedy</u> — A unique, immersive take on the assassination of JFK that compares the paths of President Kennedy and Lee Harvey Oswald at critical moments in their lives. The project was a prolific winner of awards, including six Cannes Lions for categories including UX, Storytelling, Digital Design and Overall Aesthetic.

<u>Saints and Strangers</u> — Re-framed the story of the Pilgrims as a game that challenges players to face the life-or-death decisions required to survive a first winter in Plymouth.

Tech-driven ideas for **Royal Caribbean** to create "marketing as innovative as the ships":

<u>SoundSeeker</u> —AI-powered site experience that uses machine learning to create custom, shareable photo soundtracks which are generated on the fly based on objects, colors and facial expressions found in user submitted images.

<u>SeaSeeker</u> — Social content series that brought Snapchat Spectacles underwater for the first time with a custom designed 3D-printed dive mask enclosure.

<u>Come Seek Live</u> — Live streamed Periscope content from remote locations in the Caribbean to digital billboards in NYC using a proprietary video processing pipeline.

<u>VR Prototype</u> — Concepted and created a prototype for an ambitious VR experiential installation that used capacitive touch technology to add interaction to real world objects in a virtual reality space, transporting users to unique Caribbean experiences.

JetBlue: <u>Get Away With It</u> — Live streaming game show, twenty-five episodes long, with contestants connected to our studio set via Skype. Responsible for technical and creative elements as well as creating and testing the show's gameplay design.

Burger King: <u>Freedom Crown</u> — Custom Burger King crown with space for an American Brewhouse King burger and a Bud, for a collaboration with Budweiser.

Side Projects: Home automation API using Ruby/Sinatra • OpenCV-powered Instagram post liking robot • Personal agency entrance music using Raspberry Pi and Arduino