JESSE FULTON
Creative Technologist

I recently finished a contract as a freelance consultant at Huge where I led the technical design, implementation and installation of Nike SWOOSHiD, a retail store touchscreen and iOS application allowing customers to design and order custom Nike sneakers, ready for pickup within 15 minutes. Throughout the project I filled various roles ranging from Technical Director, to Lead Developer, to Solutions Architect, to Interaction Designer. According to our partners, the SWOOSHiD installation and launch was one of the smoothest digital projects Nike Global Brand Innovation has ever been a part of, securing further work between Huge and Nike.

Prior to the Nike SWOOSHiD project, I received my MFA in Digital Arts and New Media from the University of California Santa Cruz to build on top of undergraduate degrees from Johns Hopkins University in Computer Science and Psychology. While pursuing my graduate degree, I collaborated with faculty and students on performances, installations, and screen-based works. I was awarded several research positions providing the opportunity to work on physical computing projects and two video games. I also helped co-found an informal VJ collective performing in the greater San Francisco Bay area. While at graduate school, I solidified my ability to design, build, critique, create, prototype, venture, speak, explore, experiment and engage.

I have over 10 years of software development experience. I began my career primarily working on websites and web-based technologies but have undertaken physical computing and experiential design over the last few years. I have worked with many different languages and environments and have a knack for quickly learning new things. For the majority of my professional career, I have filled a lead or architect role. This is not only due to my programming abilities and versatility, but also because I am an effective communicator, speaking the language of engineers, artists, and designers.

During my career I have had diverse responsibilities: I have been a mentor, a technical consultant, and a development lead; I have architected enterprise web sites, retail experiences, and video games; I have led presentations given to C-level executives of a multi-billion dollar company; I have designed user experiences; I have guided vendor selection; and I have led domestic, international, and remote development teams.

For more information about myself and my personal projects, please feel free to google me or check out my portfolio at http://jessefulton.com.

Regards,
Jesse Fulton