



# Michael Minor

## Maker of Things + Creative Technologist

Creating, designing, developing, pitching, and sustaining brands for 20 years. I keep seeing there is little value in being right compared to the far greater value in knowing when you're wrong. And most importantly having a team to figure out what that means.

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For the interactive version, head to:

<https://pixelbacon.github.io/resume/#/>

## How It Began

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It started with designing through the original 3D printer: Legos. From sketch to meticulous crafting, what was in my brain as a simple idea was built out to a complex and tangible object. Eventually the Web came along and Legos were not part of the W3C standard; it was time to upgrade my skill set.

That skill set expanded to Design, Photography, HTML, CSS, Javascript, PHP, ActionScript, Coding Design Patterns, User Interfaces, User Experience Design. Marketing, Print, Web Standards, Motion graphics, Mobile, and all the in between. It took learning a lot of tools, working with a multitude of personality types to make sure things went smoothly.

That skill set has lead to working with multi-national companies and individuals alike to them new ways to interact internally, with their customers, and gain customers through genuine experiences.

**Most importantly, it started a career of leveling people up, all the time. Whether they were fellow founders, partners, employees, affiliates, or otherwise... That became my purpose.**

## The Inbetween

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It's been quite the rollercoaster and it will continue to be. The biggest lesson was realizing what I signed up for a long time ago; to never find safe harbor in complacency. Languages come, go, and back again. Methods however start in the garage, and eventually return to the garage.

I've been fortunate enough to help Fortune 100 companies, individuals and their small businesses, and startups in various stages. That's how I know it's important to emotionally and intellectually stay on your toes while doing your best to know where the ground is. Keep an eye on your blindspots, and be your best competition.

Industry standards have helped along the way, consistently pushing their purpose and customizing them for teams, for individuals. There is never a perfect out-of-the-box process, I've always needed to make it my own.

**I've humbled myself in having to consistently learn new languages, frameworks, and methods as I work with different products and people. And in that nuance of unknown, I've always been rewarded with finding out new ways to solve problems that nobody else sees.**

## Process

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1. Find problem
2. Research solution makers
3. Blindspots; Check their's, check ours
4. Plan MVP
5. Plan public release
6. Build MVP
7. Breathe; Wait for analytics to pour in
8. Postmortem: What was a win, what was a lose
9. Do Better; Start again, smarter

## To-Do

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1. Play a major role in a company that will affect my grand children, and every one elses for that matter.
2. Rent a scooter in Vietnam and ride along the Ho Chi Minh Trail ala Top Gear.
3. Be involved with TechStars:Boulder to help good people make good things.
4. Restore a BMW motorcycle from the 70's.
5. Sail from New York City to Anchorage, Alaska.
6. Retire onto a self sustaining ranch off the grid with a bunch of adorable fainting goats.

## Skillset

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Over the 2 decades of being a photographer, developer, designer, and many inbetween there's been quite a few languages, frameworks, and tools that were used in the process. Some are pretty rusty but hopefully you get the gist; I don't settle on any particular set of tools. If I used them once, they're buried somewhere in the vault and just needs a refresher and usually a production level code base is best.

### Backend

- Elastic Search
- Firebase
- GraphQL
- Information Architecture
- MongoDB
- MySQL
- PostgreSQL
- Prisma
- REST
- Redis

### CSS

- CSS2/3
- Less
- Print
- Responsive
- Sass
- Screen
- Stylus

### Design

- Animation
- Direction & Execution
- Invision
- Motion Graphics
- Photography
- Photoshop/Illustrator
- Pipeline Creation
- Sketch
- UX/UI

### Languages

- .Net
- ActionScript
- Bash
- CSS/HTML/JSON/XML/YML
- JavaScript
- PHP
- Python
- Ruby
- Unity

### Java Script

- Angular
- Cordova/PhoneGap
- ES5/ES6
- Ember/Knockout
- GSAP
- Node/Express
- Phaser
- Pug/Jade
- React
- SocketIO
- TypeScript
- Vue/Nuxt

### Dev Ops

- AWS
- Ansible
- Digital Ocean
- Docker
- Google Cloud Platform
- Heroku
- IBM Cloud
- KPI/Cadence
- Kubernetes
- Vagrant

### Project Management

- Asana
- Confluence
- Jira
- KanBan
- Monday.com
- Pivotal Tracker
- Scrum/Standups
- Trello

### Miscellaneous

- BEM Architecture
- Curiosity vs Rigidity vs Scalability
- Game Mechanics
- HIPAA Compliance
- Legos... Seriously
- MVC, Object Oriented
- Mentoring/Coaching
- Startup Culture & Process
- TechStars: Boulder 2018 Alumni

## References

More on [linkedin.com/in/WhyDoYouWork](https://www.linkedin.com/in/WhyDoYouWork).

Due to the high profile of references (respectfully), contact information is available upon request. Feel free to contact them via their LinkedIn profile.

### Phood

#### Jake Westmoreland

Chief Operating Officer

Jake joined Phood shortly after I did as momentum was building toward a solid cultural foundation. As startups often go, runway separated myself from Phood.

**LinkedIn:** <http://bit.ly/michael-minor-jake-westmoreland>

### Dynepic

#### Krissa Watry

Inventor - Engineer - CEO

Colleague turned friend turned client through TechStars. Post TechStars became a client, a VERY happy client.

**LinkedIn:** <http://bit.ly/michael-minor-kriss-watry>

### Ordermark

#### Michael Jacobs

Cofounder and COO

Colleague and friend through TechStars; a genuine person that is always willing to help good people make good things. Amazing observation and processing skills lead to natural sympatico.

**LinkedIn:** <http://bit.ly/michael-minor-michael-jacobs>

### Betafish LLC

#### Samantha Geitz

Technical Co-Founder at Betafish LLC

I worked with Samantha at Doejo as one of her senior developers. Specifically we were tasked with a project that was 6 months, extremely aggressive, and under normal circumstances would have taken triple the developer staff.

**LinkedIn:** <http://bit.ly/michael-minor-samantha-geitz>

### Digital Intent

#### Darren Marshall

VP Product & Design

Pupil turned employee at Inverted Creative, turned employer when he co-founded Doejo. Since before his college years we were on a forum of designers, developers, and creative technologists.

**LinkedIn:** <http://bit.ly/michael-minor-darren-marshall>

### Alterna Cycles

#### Joshua Gore

Founder at Alterna Cycles

Joshua Gore has been a long time friend and a business partner many times. Like myself, he compartmentalizes the intimidation that comes with making new things. He instead focuses on finding blind spots and supporting his comrades.

**LinkedIn:** <http://bit.ly/michael-minor-joshua-gore>

### Matchstick Ventures

#### Nathaniel Zola

Partner at Matchstick Ventures, Managing Director at Techstars

I met Natty through TechStars while working for Players Health. He was a strong instrument in re-solidifying confidence in my broad and abstract skill set.

**LinkedIn:** <http://bit.ly/michael-minor-natty-zola>

### Tesla Motors

#### Crystal Williams

Sr. Staff Web Architect

A former client while working at Warner Brothers and continued after moving to greener pastures. Strong mind and soul, we remain in contact.

**LinkedIn:** <http://bit.ly/michael-minor-crystal-williams>

### Techstars

#### Julie Penner

Director

A Managing Director at TechStars:Boulder, she was kind to the affects of my Aspergers and got to know me and my weird brain fairly well in a short time. Tender as she is wickedly smart.

**LinkedIn:** <http://bit.ly/michael-minor-julie-penner>

### Haygarth

#### Miles Green

Head of Creative Technology

By a long shot, the best boss I ever had. His honest candor and support pushed myself and the department into the No Mans Land of creating lovely and intriguing projects.

**LinkedIn:** <http://bit.ly/michael-minor-miles-green>

### Leo Burnett

#### Brandon Lee Cox

SVP, Executive Creative Director

A creative technologist that dove into the designing/brand development side. We worked cohesively as the creative/front end leads on Copenhagen at Leo Burnett. Our mutual backgrounds challenged and supported each other via hive mind.

**LinkedIn:** <http://bit.ly/michael-minor-brandon-cox>

## Self-Employed

### Creative Technologist

Oct 1998 - Oct 2018 (20 years)

- Incorporated all elements of my intricate brain to bring countless ideas to life
- Never said "no" to a client asking for something outside of my skillset at any time
- Retained repeat customers as a developer, photographer, advisor, designer, etc
- Self disciplined and educated for 20 years
- Watched the industry of interaction change from simple CSS/HTML/JS to AS3 and back to CSS/HTML/JS and beyond
- Work remotely 50% of the time

## Phood

### Cofounder & Creative Technologist

Jul 2018 - Sep 2018 (2 months)

- Raised the bar for all founders through transparency-based process (gut checks and checkins)
- Knowledge transfer of technical foundation of product development
- Introduced #GiveFirst mentality
- Added product features to protect customers via product when possible
- Increased company efficiency through standups and kanban style task management
- Setup pipeline for marketing site through git-flow and Heroku
- Planned product development based on startup (low resources, high risk) to production (high resources, low risk)
- Rebranded company, designed investor promo material, created entire design and UX for mobile app
- Helped close funding, improve investor deck, whilst delivering on creative and technical

## We Are Unlimited/Critical Mass

### Senior Creative Technologist

May 2016 - Aug 2017 (1 year, 3 months)

- Initially brought in to help a Angular/Sass based career search tool, leading to full time employment
- Introduced Sass, Gulp, Phaser, and Vue frameworks
- Introduced game mechanics from a product and brand cogniscant perspective
- Mentored junior developers on modern frameworks and tools, tracking their digestion of and catering accordingly
- Planned entire tech stack through 15 pages of documentation, leading to being on the Technical Governance for company and client
- Worked with Art Directors directly to create McDonalds first web based SnapChat game

## Waves

### Technical Advisor

Aug 2018 - Oct 2018 (2 months)

- Enabled improved leadership through correlating intent with product
- Enabled methods for better product development through qualling fear beyond titles
- Knowledge transfer based on the importance of finding fellow founders
- Teaching my theory of 'Make It Easy', leading to a new found sense of strength in ideas and product on founder level

## Players Health

### Chief Technology Officer

Oct 2017 - Mar 2018, Oct 2015 - Feb 2016, Nov 2014 - Apr 2015 (1 year, 1 months)

- Added sales based analytics to Assessment to enable customer and sales team to increase ability to sell to new and existing customers
- Designed and implemented Assessment tool within brand guideline
- Educated fellow cofounders on managing and interacting with technical based roles
- Implemented proper documentation for process, check ins, and resources
- Introduced Vue, Express, and Sails through Assessment Tool
- Introduced risk-aversion industry standards to code base
- Went to TechStars: Boulder 2017 class

## DXAgency

### Senior Creative Technologist

Apr 2015 - Aug 2015 (4 months)

- Educated company as to what a Creative Technologist is capable of and how they can increase productivity 2x or more
- Guided designers to start with responsive-first approach
- Introduced Sass & other pre-compile frameworks along side modern build tools
- Introduced rapid prototyping through wireframes and sketches to quicken flow from concept to production
- Worked almost entirely remote, with 2 weeks periods in New Jersey at HQ

## Notes

Hope at this point, there's a few things ya want to jot down. Here ya go! Or doodle... Or play tick tack toe... Enjoy!

[illegible]