



Michael Minor

Creative Technologist

Creative Brand Technologist using vast amounts of energy to pursue new business ventures. The fields have varied greatly to which I have been involved and that alone has been a strong reason for such an enthusiasm and passion in my work.

From guerrilla marketing to big budget ad campaigns I have helped in one way major or another. Planning, designing, developing, pitching, and brand analysis/improvement have all been major requirements within my pursuits that started when I was 15 years old.

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Experience

I've been doing multimedia for 13 years. Before that it was designing with the original 3D printer: Legos. From sketch to meticulous crafting. Eventually the Web came along; and Lego's weren't part of the W3C standard. So I had 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 Design, Web Standards, Motion graphics, Mobile Design, and all the in between that are needed to make sure things go smoothly to and from all those areas.

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

What I Know

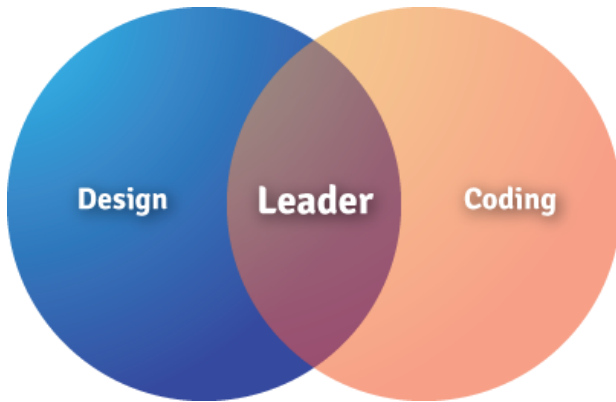
It takes a logical approach to chaos to make beautiful things. To push beyond the known limits for anything it takes that chaos. But to actually move forward it takes a logical approach; even if it's a bit crazy. I'm lucky to make a living at what I do, and I know the industry is always going to be changing.

I know after creating multiple consumer facing companies before I was 26 meant I was a bit too young to obtain a proper business loan, but worth trying despite odds.

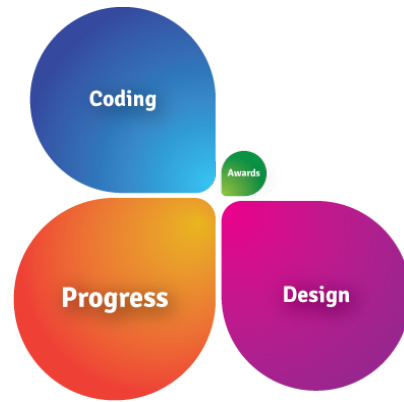
I know and understand that inputs are changing. Touch is a standard and gestures, eye movement, and brain activity are close behind.

What I know is this isn't just a job and more than a passion and curiosity, it's a hell of a ride and worth the extra hours. All of that in spades.

Sum



Drive



Platter

- Art Direction/Design
- Javascript in bounds
- CSS/SCSS/PreCSS
- Legos... Seriously
- UX Design/Analytics
- Node/Express/Sails
- Strategy, Viability, Sustainability
- Devops/Technical Structure
- Flight/Angular/React/Vue/Phaser
- Information Architecture and Flow

Process

1. Think
2. Sketch/Prototype
3. Viability Check
4. Play a video game or two
5. Build/Test
6. Perfect
7. Double Captain & Coke, in a tall, w/ lime

To Do

- Play a major role in a successful company that will affect my grand children, and every one elses for that matter
- Obtain said Grandchildren
- Purchase BMW motor cyle from the 70's
- Skydive... in my birthday suit

References

Michael Lanyon

VP of Engineering

Critical Mass

Omari Miller

Integrated Creative Director

Leo Burnett

Miles Green

Head of Creative Technology

Haygarth

Darren Marshall

Managing Partner

Doejo

Brandon Lee Cox

SVP, Executive Creative Director

Leo Burnett

Chad Mirshak

Creative Director, Game Developer

SapientRazorfish

Employment

Senior Creative Technologist

We Are Unlimited/Critical Mass

Mar 2016 - Present

Style guides for coding, introducing new frameworks and build tools, CD on games via Snapchat, tech stack for social strategy, modernizing 7 year old tech stacks, being on the governance for Omnicomm for how we spend millions with Amazon... Every hat.

Interim CTO/Chief Creative Technologist

Player's Health

Nov 2014 - Apr 2015 & Oct 2015 - Feb 2016

A company truly doing good. Attempting to digitize every child athlete's health record. Interviewed for developer, hired as CTO and helped refactor data structures and split the front end from the backend. They went on to win Google's international Demo Day Award.

Contract CT/Designer/Strategist/Ops

Self-Employed

2001 - Present

Interactive development utilizing branding requirements with inherent goal to expand. Information architecture with a visual and promising form. Art Direction suited to brand guideline and audience. Cut throat visual agenda promising brand confidence before hands on experience.

More details can be found on [LinkedIn](#)