



# 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, strongly sustaining 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 16 years old; 17+ years.

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# Experience

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It starting 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. 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

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It takes a logical approach to chaos to make beautiful things. To push beyond the known limits for anything, it takes that discomfort and curiosity. But to actually proceed forward it takes a logical approach; making guideliens to remove the former discomfort. I'm lucky to make a living at what I do naturally, and I know the industry is always going to be changing.

Understanding that inputs are changing when it comes to devices, thoughts, and social progress is really where the strife comes from. And those changes need people to help guide them, and ease the discomfort.

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 when required. It's a responsibility to new ideas and cultivating their existence.

# Platter

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- 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

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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

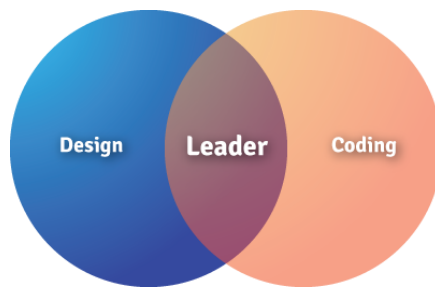
## To Do

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- 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

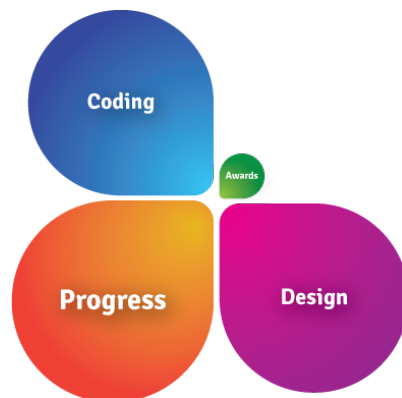
## Sum

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## Drive

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# References

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**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

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**Senior Creative Technologist**

**We Are Unlimited/Critical Mass**

Mar 2016 - Present (1 yr 6 mos+)

Style guides for coding and asset production, introducing new frameworks and build tools, Creative Director on games and responsive designs, tech stack for social strategy, modernizing 7 year old stacks, being on the governance for Omnicomm for how we spend big bucks 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.

**Senior Creative Technologist**

**Doejo**

Apr 2013 - Oct 2014 (1 yr 7 mos)

Co-founded by Darren Marshall who I previously mentored, Doejo needed mending in process and fewer cooks. With thick stripes, I was able to help reposition relations with clients to a better standing, mentor developers and project managers from junior to senior.

**Creative Technologist**

**Leo Burnett/Arc World Wide**

Nov 2009 - Apr 2013 (3 yrs 6 mos)

Lead front end engineer turned mad scientist through a proper Creative Technology department. Alternative interfaces, interactive installations, etc. The so called "glory days".

**Contract CT/Designer/Strategist/Ops**

**Self-Employed**

2000 - Present (17+ yrs)

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.

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More details can be found on [linkedin.com/in/WhyDoYouWork](https://www.linkedin.com/in/WhyDoYouWork)

## Notes

I 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!