



# Michael Minor

## Maker of Things + Helper of Minds

Creating opportunities for others take a a lot; energy, focus, discipline, understanding, and humility. Some founders disagree, but when you become the boss for others with a career on the line, it isn't about who has the best ideas, who has the loudest voice... It becomes who is the best listener, who sees the best idea when it is presented to them.

Hire smart people. Hire good people. Hire challenging people. Then listen to them, and train them to one day create new opportunities for others. And never, ever, forgot it takes a team to become Midas.

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For the interactive version, head to:  
<https://pixelbacon.github.io/resume/#/founder>

## How It Began

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A very long time ago my long time friend Joshua Gore had a few other friends that played paintball... A lot. We were all teenagers, all from small towns, and there weren't many productive things to do. Drinking, drugs, and all thaty goes along with that was the menu. But not with that group. That group practiced playing paintball as a squad, a tribe, every weekend, multiple days after school.

There was a simple problem; the equipment bought by these teenagers was astronomically priced. A weekend practice came at a cost of hundreds of dollars for simple, tiny, round balls of paint. And the "markers", sometimes in the thousands. The market justified their prices, because people paid those prices, there were few challengers.

Joshua didn't think it needed to be this way, and he had self taught engineering skills to challenge it. He just needed someone to help, just like he wanted to help his friends.

*He asked, and I said yes.*

What that kicked off was a desire to create companies that represented the good in people, the under representation, the grit that nobody else recognizes let alone rewards. We had no business starting out so young; we were bold, ragged, and didn't want to understand why we were the only ones to see the blindspots.

**We just wanted to build for those who could not. He hasn't stopped, and neither have I.**

## The Inbetween

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Beautiful ideas take a certain amount of chaos. That chaos needs to be respected and guidelines setup whenever possible. It requires resonating with the unknown, appreciation for the known, and comfort in acknowledging the blind spots. All of those require a team and an open mind.

With a team, a tribe, anything is possible. Technology does not limit humans, it allows us to thrive. It allows us the best ways to support each other, minimize risk, while urging us to value how individuals think over what they know. When it comes to trends, social or technical or otherwise, "what" we know can become obsolete with a single day.

This isn't just a job or a career, it is a genuine passion and curiosity that bucks complacency. It's a hell of a ride and worth the extra hours when required.

It's a responsibility to new ideas, cultivating their existence, and growing makers and process and I do not take it lightly.

Beyond that, I've learned that there are almost no other places other than the startup world that the "strays" like myself can go. There are a few places yes, but the best garaunttee for that is making your own, for others.

**And when you can, you should.**

### Process

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1. Think; Who, What, Where, How
2. Prototype; What is in front of you, prep for what is next
3. MVP; Viability v.s. resources v.s. time
4. Build/Test; Code structure & UX
5. LAUNCH (Perfect for now)
6. Relax; Double Captain & Coke while analytics pour in
7. Postmortem: What was a win, what was a lose, what can be easier
8. Breathe; Become your best competition, check blindspots
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>

### 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 faily well in a short time. Tender as she is wickedly smart.

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

### 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>

### 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>

### 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>

### 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 focusess on finding blind spots and supporting his comrades.

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

## 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

## Inverted Creative

### Cofounder, Creative Technologist

Aug 2007 - Nov 2008 (1 year, 3 months)

- Built up team of onsite and remote designers, developers, and client managers
- Coached and mentored employees on sustainable development, client relations, and iterative design
- Created highly reusable MVC based code with proper documentation
- Madonna was the largest client, breaking iTunes sales records for her album Hard Candy through shareable widget
- Positive cash flow within 2 months
- Very high output to input ratio based on my own fringe theories of development, client management, and sales strategy

## Off The Break

### Cofounder & Creative Technologist

Jan 2002 - Feb 2004 (2 years, 1 months)

- FIRST startup
- Focussed on #giveFirst for youth aspiring to become professionals
- Helped community building through forums, online gaming, open lines of communication
- Helped design and build booth for International Amateur Open
- Helped get product into most widely played paintball game on Steam
- Helped in product design

## Waves

### Technical Advisor

Aug 2018 - Oct 2018 (2 months)

- Enabled improved leadership through correlating intent with product
- Enabled methods for better product development through quelling 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

## Simple Coffee

### Cofounder & Creative Technologist

May 2006 - Aug 2007 (1 year, 3 months)

- Branded product line based off who drank coffee, not coffee itself. This avoided natural, regional effects on specific product lines
- Built live inventory system linked to site and Paypal
- Designed logo, website, and all print
- Focussed on #GiveFirst on behalf of unrepresented coffee farmers in other countries
- Paid farmers Fair Trade or higher
- Put industry titans on their toes by running on close to no resources while producing products they did not think were possible
- Sponsored Chicago's Bike The Drive twice

## 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!

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