Michael Minor

Maker of Things + Creative Technologist

Planning, designing, developing, pitching, and sustaining brand creation/analysis/improvement for 20 years. And what I keep noticing; there is little value in being right because there is far greater value in knowing when you're wrong and having a team to figure out what that means.

I have high functioning **Aspergers**. It's a bit weird but I've focussed on it's strengths since I was a child, so that's a thing.

312.576.6767

mikeminor.creativetechnologist@gmail.com

linkedin.com/in/WhyDoYouWork

Start; Now

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, Web Standards, Motion graphics, Mobile, and all the in betweens. 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.

More importantly, leveling individuals up all along the way.

The Inbetween

Beautifil things take a certain amount of chaos. That chaos needs to be respected and guidelines setup whenever possible. It takes being comfortable with the unknown, appreciation for the known, and comfort in acknowledging the blind spots. All of those requires a team.

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, and urges us all to value how we think, not just what we know. When it comes to trends, whether social or technical, "what" we know can become obsolete with a single day.

What I know is this isn't just a job, 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.

Process

1. Think
2. Sketch/Prototype
3. Viability
4. Play a video game or another zero consequence brain game
5. Build/Test
6. Launch (Perfect for now)
7. Double Captain & Coke, in a tall, w/ lime
8. Postmortem: What was a win, what was a lose

To-Do

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. Obtain said Grandchildren.
5. Restore a BMW motorcycle from the 70's.
6. Sail from New York City to Anchorage, Alaska.
7. Retire onto a ranch off the grid, self sustained, with a bunch of fainting goats.

Platter

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.

Backend

- Elastic Search
- GraghQL
- MongoDB
- MySQL
- PostgreSQL
- 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 (rusty)
- ActionScript (rusty)
- Bash (rusty)
- CSS
- HTML
- JSON
- JavaScript
- PHP (rusty)
- Python (rusty)
- Ruby (rusty)
- Unity (rusty)
- XML

Javascript

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

Operations

- 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

- Curiosity vs Rigidity vs Scalability
- HIPAA Compliance
- Information Architecture
- MVC, Object Oriented
- Mentoring/Coaching
- Startup Culture & Process
- TechStars: Boulder 2018 Alumni

References

Due to the high profile of references (respectfully), contact information is available upon request. Thank you for your understanding.

Nathaniel Zola @ Matchstick Ventures
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.

Krissa Watry @ Dynepic
Inventor - Engineer - CEO

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

Crystal Williams @ Tesla Motors
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.

Michael Jacobs @ Ordermark
Cofounder and COO

Colleague and friend through TechStars; a genuinely good person always willing to help good people make good things. Amazing observational and processing skills lead to natural sympatico.

Julie Penner @ Techstars
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.

Miles Green @ Haygarth
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.

Omari Miller @ Momentum Wordlwide
VP Creative Director

A true creative at heart with a love for the expressive world, we both worked at Leo Burnett. He stood out as someone that disregarded "limits" to push clients into better spaces.

Darren Marshall @ Doejo
Managing Partner

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

Brandon Lee Cox @ Leo Burnett
SVP, Executive Creative Director

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

More on linkedin.com/in/WhyDoYouWork.

Employment

Creative Technologist/Designer/Strategist/Ops @ Self-Employed
Oct 1998 - Oct 2018 (20 years)

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. Serving large/medium/small agencies and companies, startups, 'mom-n-pop', and individuals alike.

Technical Advisor @ Waves
Aug 2018 - Oct 2018 (2 months)

Waves plans on decentralizing the benefits of 10,000 hours, both for the knowledge holder and those who want to learn. Founded by Cam Bartzen, I serve as an advisor/mentor during the critical early stage of a startup where finding co-founders, understanding their product, and finding a rhythm are the utmost important.

Cofounder & Creative Technologist @ Phood
Aug 2018 - Oct 2018 (2 months)

Aiming at sustainable industry practices while incorporating start-up frequency changes. Applying creative and technical skills for low effort high reward during the founding days. Add value to platform that makes the company unique in culture, ethics, without slowing down growth or funding.

Chief Technology Officer @ Players Health
Oct 2017 - Mar 2018 (6 months)

Sherpa from prototype/1st time startup into production mode for measurable value for customer, investor, and employees. Using all the skills in the toolset to guide through cadence, valued users vs value to users, industry standards. Currently going through TechStars 2018 in Boulder, CO. After years of wanting a mission to give the platform away, finally achieved.

Senior Creative Technologist @ We Are Unlimited/Critical Mass
Jan 2017 - Aug 2017 (7 months)

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.

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. We went on to win Google's international Demo Day Award.

Senior Creative Technologist @ Doejo
Apr 2013 - Oct 2014 (1 year, 6 months)

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 years, 5 months)

Lead front end engineer turned mad scientist through a proper Creative Technology department. Alternative interfaces, interactive installations, etc... it was lovely and chaotic.

More on linkedin.com/in/WhyDoYouWork.

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!