



Michael Minor

Developer of Things

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.

Tools change, frameworks die off, yet every iteration solves previous problems while minimizing new ones. Mental grit and an endless supply of curiosity is required. And that's why I fell in love.

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For the interactive version, head to:

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

How It Began

KidPix, Legos, Pi, Sega, Sketchpad, Superglue, and a hell of a lot of imagination. My parents knew something was different when I permanently glued legos together after months of revisions. At first they were annoyed; then they realized it was my ticket out.

I played sports and excelled, it wasn't enough. I became a photographer, and that wasn't enough. I took on massive projects without even knowing how to finish them, but that wasn't enough. It wasn't until I helped others by building their ideas that I was was satisfied.

I found purpose in learning code, connecting dots, and never letting technology get in the way of an individual's progress. A longing to impact this world started to take shape. For years I kept teaching myself, I kept saying "yes" to anyone who wanted to try something new. I never settled on a tool or a framework or a language.

And now 20 years later, I'm just as thrilled to make things via code and grit as I've ever been.

The Inbetween

When I started the landscape had few rockstars; Billy Bussey, 2Advanced... There were no examples of Creative Technologist. You went to college, got your degree in design or computer science, then landed an internship, promoted to full time hire. You had to choose...

But I never did. By understanding design as well as I did code, I could create things that are built easier and inherently improved upon faster. By understanding code, I could see how to build a team, when to cut a corner, and what the hiccups in the pipeline would be. It taught me to think ahead, to think around, to keep moving toward the solution no matter how many problems sprout up.

I've made a career as a top Actionscript/PHP developer then transitioned to a top JavaScript developer, while making APIs in between. The tools and frameworks have changed countless times, and all while I can barely count my blessings for being able to make a career at building.

20 years ago I wouldn't be able to guess how it was all going to change... And excited to help it change for another 20.

Process

1. Think; consider frameworks, languages, data store
2. Sketch/Prototype within resource limitations
3. Plan according to viability within market and engineering resources.
4. Build/Test code and market
5. LAUNCH (Perfect for now)
6. Postmortem: What was a win, what was a lose
7. Relax w/ my team and get ready to do it all over again
8. Do Better; Start again, smarter

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. Restore a BMW motorcycle from the 70's.
4. Sail from New York City to Anchorage, Alaska.
5. Retire onto a self sustaining ranch off the grid with a bunch of adorable fainting goats.

Skillset

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>

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>

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>

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>

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>

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

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

Leo Burnett/Arc World Wide

Creative Technologist

Nov 2009 - Apr 2013 (3 years, 4 months)

- Consistently created well structured, re-usable, properly commented code for developers below or at same level
- Consistently worked on R&D projects on various languages to vet when and how they would be usable for production
- Front End lead for Copenhagen (freshscope.com)
- Mentored interns to work within the confines of an agency while maintaining genuine grit
- Took on projects that required undocumented, open source frameworks and tools

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

Doejo

Senior Creative Technologist

Apr 2013 - Oct 2014 (1 year, 6 months)

- Brought transparency to previously mismanaged clients, while increasing their spending by drastically improving quality of work
- First complex, production level Angular project w/ Laravel backend.
- Mentored lesser experienced developers and designers on quicker prototyping to meet client expectations
- Planned timelines lasting multiple months with cooldowns for documentation, unit testing, client revision windows
- Worked directly with clients to ensure deadlines were met while improving on their vision

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

- War-room projects for highly collaborative work
- Worked directly with Art Directors to ensure technical limitations never got in their way

Creative Circle

Creative Technologist

Jan 2003 - Jan 2007 (4 years)

- All clients were high ranked agency with Fortune 100/500 companies with well established brand guidelines
- Continuous work, one contract after another
- Contract based work that spanned from design to development
- Documented code as it was being developed
- Often brought in when the current development/design staff lacked knowledge
- Often required and gladly participate in postmortems to make sure a knowledge transfer happened when contracts would end
- Remote 25% of the time
- Worked directly with Art Directors in charge of multi-national brands

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

- Very high output to input ratio based on my own fringe theories of development, client management, and sales strategy

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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