

Profile I'm an innovation-minded creative director and leader who combines a deep technology background with big agency creative chops to craft immersive experiences for high profile brands.

Experience **Freelance Creative Director & Technologist / Hurry Up Future, LLC / 2019-Present**
My freelance work has run the gamut from [brand refreshes](#) to Squarespace [portfolio sites](#) to web3 [gaming launches](#), and from creative direction to hands-on development to UX/UI design.

Creative Director, Technology / David & Goliath, LA / Oct 2022-Apr 2023, contract
Delivered a [data-driven project](#) for Child Rescue Coalition that resulted in more than 10 newly opened investigations with federal law enforcement. Shaped the launch strategy of a Silicon Valley [cryptography hardware company](#). Creative concepting and direction for many KIA briefs, including contributing to the first Super Bowl campaign to feature an ad that [ended on TikTok](#).

Core Team / BadgerDAO, Remote / Apr 2021-Feb 2023
Leveraged all of my previous experience in a wide-ranging creative role in a bleeding-edge organization in the web3 decentralized finance (DeFi) space, touching brand strategy and positioning, creative direction, [product design](#), social content, user research, personas, UX/UI design and design systems.

Multiple Roles / MullenLowe, Boston / 2001-2019:

SVP Creative Director

Provided creative leadership and direction for cross-functional teams for clients like National Geographic Channel, Royal Caribbean, Google, JetBlue and Burger King. Expanded the traditional agency art director + writer team to include creative technologists and experience designers as core contributors to the creative culture of the agency.

SVP Director of Creative Technology / SVP Director of Digital Production

Directly managed a team of developers, creative technologists, UX/UI designers, production designers and QA specialists, producing everything from web applications and brand sites, to content management systems, to social content, to emails and banner campaigns.

Technical Lead / Senior Web Developer

Lead development efforts and contributed individually as a full-stack developer on web and digital projects for clients including General Motors, Timberland, the Department of Defense and HSBC.

Senior Web Developer, The Screen House – 1999-2001

Lead front-end and back-end development of e-commerce sites for several dot-com era startups, as well as large web projects for clients like Goldman Sachs, Creative Labs and IKEA.

Awards Emmy for Outstanding Creative Achievement in Interactive Media: Social TV Experience; two other nominations • 6x Cannes Lions (UX, Storytelling, Visual Design, Digital Design, Microsite, Overall Aesthetic) • 4x Cannes Shortlist (Creative Data and Direct) • Gold Pencil • Gold Clio • Shorty

Skills Creative direction & concepting • Concept development • Creative and technical leadership and management • Client relations • Technology strategy and prototyping • UX/UI design • Extensive background in front-end and back-end web development • Adobe Creative Cloud • Figma

Education Northeastern University, Engineering • Daniel Webster College, Computer Science

Selected Works

The red thread through my work is the fusion of creativity and technological innovation to produce experiences that tell a compelling brand story. A selection of highlights from over the years includes...

[Live From Space, Nat Geo](#) — Emmy-award winning companion site for the live TV program of the same name. Site plots the position of the ISS in real time while using a variety of data APIs to reveal similarities and differences between people across the globe. Social extension featured participation of both Neil deGrasse Tyson and Stephen Hawking.

[Killing Kennedy, Nat Geo](#) — A unique, immersive take on the assassination of JFK that contrasts the paths of President Kennedy and Lee Harvey Oswald at critical moments in their lives. This second-screen project was a prolific winner of awards, including six Cannes Lions for categories including Storytelling, Overall Aesthetic, User Experience and Mobile.

[Confessions of a Predator, Child Rescue Coalition](#) — Using CRC's technology for real-time monitoring of child exploitation materials online, the moment a potential predator shared or downloaded these materials, our custom Python application generated emails to government officials from the offender's state, alerting them to just how widespread this issue is, and urging them to act in support.

[BadgerDAO DeFi App](#) — Decentralized finance web3 application that provides “vaults” for users to deposit various assets in order to earn yield in the form of DeFi ecosystem tokens. Product design and clickable prototype created with Figma using a custom design system and UI toolkit.

[Get Away With It, JetBlue](#) — The first ever live streaming game show series, twenty-five episodes long, with contestants connected to our studio set via Skype. Responsible for technical and creative elements as well as designing and playtesting the show's gameplay mechanics.

[SoundSeeker, Royal Caribbean](#) — AI-powered site experience that uses machine learning to create custom, shareable photo soundtracks which are generated on the fly based on objects, colors and facial expressions found in user submitted images.

[Come Seek Live](#) — Live streamed Periscope content from remote locations across the Caribbean to digital billboards in NYC for a week using a proprietary video processing pipeline.

[Freedom Crown, Burger King](#) — Custom fabricated Burger King crown, in the style of the classic baseball beer helmet, with space for an American Brewhouse King burger and a Bud, plus associated social media content, for a collaboration with Budweiser.

[Cannes Panelist, The New Island of Misfit Toys](#) — Spoke at the Cannes Festival of Creativity in France about how embracing hard to define “Misfit Toys” in an organization can lead to better, more imaginative, more unexpected work, drawing on my personal experiences as a coder-turned-CD.

[Apathy Machine, side project](#) — OpenCV powered Instagram post liking robot. Scrolls an Instagram feed with a motorized capacitive arm, stopping at each post after detecting it using computer vision, then uses a servomotor to double-tap and like every post. In collaboration with Cody Ben Lewis.

Assorted tech-driven fun stuff — Personal agency entrance music using HID card readers, Spotify API, Raspberry Pi and Arduino • CircuitPython macropad game controller for Zwift • iOS app development with Swift and SwiftUI • Home automation and monitoring