

Justin Petersen
Creative Technologist

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Objective

Apply my creative technology and leadership experience to projects that users find entertaining, beautiful and useful.

Strengths and Interests

- Strong technical ability combined with a creative eye and passion for user experience; desire to create beautiful products that a global audience love to use.
- Happiest when combining a leadership role with working hands-on with new technologies; regularly contribute to conceiving, programming and team management within the same project.
- Excellent communication skills and ability to distill complex information into a format appropriate to the audience.

Experience

Associate Director of Creative Development, AKQA

Feb 2011 - Present

- Directed frontend development of the AudiUSA.com redesign, leading a team of over 15 developers in San Francisco and Berlin, as well as interfacing with Audi's global data partners.
- Day-to-day technical manager for teams that delivered the car configurator, all global UI components and the responsive layout solution.
- Oversaw the technical solution for site analytics, including predictive analytics technology that curates site content based on the user's previous interactions.

Creative Development Manager, AKQA

Feb 2009 - Feb 2011

- Creative technology lead on the Xbox, Target and Autodesk accounts. Managed up to eight developers, delivering performance evaluations and career growth planning with very high retention.
- Developed digital marketing campaigns for the launch of Xbox Kinect and all of Microsoft's first-party game launches, including the Halo and Gears of War video game franchises.
- Won several advertising industry awards, including three One Show Pencils and a CLIO, as well as having work featured on the cover of the Communication Arts Interactive Annual.

Senior Creative Developer, AKQA

Aug 2007 - Feb 2009

- Worked as an architect on site at Target for three months during the busy holiday shopping season. Developed global ActionScript/Javascript code libraries that were used across Target.com.
- Lead developer on the Gears of War 2 site that used the Unreal game engine to render a custom game level for users to explore in the browser. Site was awarded a Bronze CLIO for relationship marketing.

Senior Creative Developer, EVB

Jan 2006 - Jun 2007

- Developed face-upload technology using Flash, PHP and MySQL for the original *Elf Yourself* campaign that resulted in the “elfamorphosis” of over 123 million faces.
- Developed software to render a custom video that appeared to be magically created by Criss Angel. Users shared over three million videos, and the A&E show was number one in its time slot.
- Lead architect on the redesign of the Adidas Basketball website and digital campaigns for Wrigley, MTV and A&E. Recognized in several industry award shows and publications, including Cannes Lions, FITC, the FWA and Adobe Site of the Day.

Interactive Developer, Ham in the Fridge

Sep 2005 - Dec 2005

- Developed side scrolling game for the Cartoon Network show *Ed, Edd & Eddy* that was reused for several other titles.
- Lead developer of the website and interactive brochure for the Porsche Cayenne automobile line.

Junior Interactive Developer, Olson

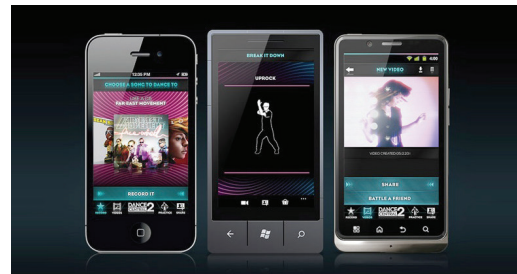
Sep 2004 - Sep 2005

- Lead frontend developer of the global Bauer Hockey site redesign. Developed core ActionScript animation and component libraries that were leveraged across all Flash projects.

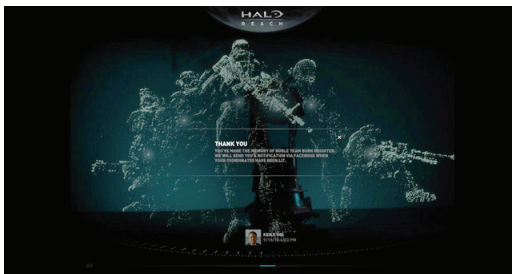
Work Samples



Audi USA
audiusa.com



Xbox Dance Cam
work.akqa.com/xbox/dc2/index.html



Xbox Halo Remember Reach
work.akqa.com/xbox/halo_reach/index_full.html



A&E Criss Angel Mindfreak
evb.com/work/ae-criss-angel-mindfreak/

Academic Background

University of Wisconsin
Bachelor of Science (B.S.)
Double Major in English Literature and Computer Science
Osceola High School Valedictorian - Full Academic Scholarship