

Justin Petersen

Creative Front End Developer

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Objective

Contribute technically and creatively to build beautiful and useful tools that have a positive impact.

Strengths and Interests

- Experienced at developing high visibility, customer-facing websites for global brands.
- Strong technical ability combined with a creative eye and focus on user experience.
- Passion for communication and relating complex ideas to a non-technical audience.

Experience

Web Developer, Synergis at Google

Feb 2015 - Feb 2017 and Oct 2017 - Oct 2019

Worked to define the future of learning at Google by brainstorming, prototyping, and running experiments on how to use technology to improve learning. (*GCP, Google Analytics, research methods*)

Developed a set of page templates and authoring tools used by ~50 program coordinators to create >150 custom websites for leadership events. (*JavaScript, Web Components, Firebase, automation*)

Designed and developed interactive learning experiences in the areas of wellbeing, diversity, and learning reinforcement, including a stress-management site viewed by >50K Googlers. (*Polymer, Python, VR*)

Front End Developer, PRO Unlimited at Apple

May 2017 - Sep 2017

Developed interactive video components on the iPhone X page of Apple.com. The site was launched for WWDC and viewed by millions of users in the first day. (*JavaScript, HTML5/CSS3, creative collaboration*)

Software Engineer, Spark Wave

Mar 2017 - present

Designed and developed a visual editor for GuidedTrack.com that makes it easy for non-programmers to generate code using visual menus and WYSIWYG tools. (*UI design, React, regular expressions*)

Collaborated with data scientists to develop a novel machine learning search algorithm that displays results that improve each time the user clicks the best match. (*Machine learning, unit testing, Bootstrap*)

**Creative Development Manager /
Associate Director of Creative Development, AKQA**

Feb 2009 - Mar 2014

Served as client-facing technology lead on the Xbox, Target, and Activision accounts. Managed a team of developers, delivering performance evaluations and career growth plans. Recognized with a promotion to Associate Director, responsible for dev process and best practices. (*Leadership, management, JIRA*)

Managed front-end development of the AudiUSA.com redesign, leading teams responsible for the car configurator, global UI components, and the responsive layout solution. (*Agile/Scrum, responsive design*)

Senior Creative Developer, AKQA

Aug 2007 - Feb 2009

Developed digital marketing campaigns for Microsoft Xbox first-party game launches, including the *Halo* and *Gears of War* franchises. Won several advertising industry awards, including three *One Show Pencils* and a CLIO, and had work featured in *Communication Arts Interactive Annual*. (*HTML5, awards, high traffic*)

Worked as an architect on site at Target for three months leading up to Black Friday, developing global code libraries to be used by all development vendors across Target.com. (*Client-facing, reusable libraries*)

Senior Creative Developer, EVB

Jan 2006 - Jun 2007

Led development of digital marketing sites for adidas, Wrigley, MTV, and A&E that were recognized in industry award shows and publications, including Cannes, SXSW, FITC, FWA, and an Adobe Site of the Day case study video featured on Adobe.com. (*Viral marketing, advertising awards*)

Contributed key technical innovations, including developing the face-upload solution for *Elf Yourself* and a video magic trick for *Criss Angel Mindfreak* that garnered >3M participants. (*ActionScript, PHP, MySQL*)

Interactive Developer, Ham in the Fridge

Sep 2005 - Dec 2005

Developed side scrolling game for the Cartoon Network show *Ed, Edd & Eddy* that has been played over 28M times; game engine was later reused for other titles. (*Game engine, performance tuning, animation*)

Junior Interactive Developer, OLSON

Sep 2004 - Sep 2005

As a front-end developer on the BAUER Hockey and Target accounts, developed core animation and UI component libraries used across multiple projects. (*Object-oriented programming, reusable libraries*)

Academics and Hobbies

Bachelor of Science in English, University of Wisconsin (*with extensive coursework in Computer Science*)
Osceola High School Valedictorian (*full academic scholarship*)

Lover of animals, running, exploring nature, and minimalism