

MICHAEL PINNEY

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EMPLOYMENT

Profero (Nov 2010 - Nov 2011 Creative Technologist)

While at Profero I have worked across a number of major brands such as M&S, Smirnoff, MINI, HTC, Talk to Frank, Tena and Barclays.

In my capacity as a Creative Technologist I lead R&D efforts into connecting digital and physical interaction, as well as working across all stages of commercial projects. This ranged from being briefed alongside the creatives to produce conceptual ideas, right through to the scoping, production and QA stages of projects. I also gained an understanding of what it takes to push a project through to being live and how crucial it is to be agile in the early stages of a launch.

These projects would range from Phygital Installations or campaign activation executions, to Facebook Applications, Flash Banners or large scale websites.

Two Associates (Freelance)

During my time freelancing at Two Associates, I worked in Flash to produce a number of presentations for Blue Chop companies to use at large events and expos.

AllofUs (3 Month Internship)

I spent 3 months on an internship at AllofUs as an Interaction designer, from February to the end of April 2010. I took part in User Research & Documentation, Visual UI Mock-ups using Fireworks & Photoshop and UI Behavior Research & Development. This allowed me to implement my knowledge through mocking up concepts using After Effects, Wire Framing for visual designers and developing client product features, all as part of a five year envisioning for the client.

Wood McGrath (Internship)

I worked with Wood McGrath to produce a "Digital Gift" for a think tank at the Victoria & Albert Museum. I was involved with designing parts of the interface in Flash, Filming Interviews and producing the final physical "Gift". The Gift was a limited edition USB Memory Stick, that was to be sent out to designers invited to take part in the think tank.

KEY PROJECTS

Over the course of my employment, I have had the opportunity to work on some stand-out projects that I wish to highlight.

Christmas Twee

For the 2010 Profero christmas card, I linked a Christmas Tree to Twitter. The tree was streamed live over the web where users could @ Tweet the tree and change the colours of the lights to any colour. I used a list of over 600 colours, which ranged from Denim, to Tangerine, to Gold. These were designed into an automated system that I created to read the incoming tweets and look for a colour on the list and change and change the light accordingly through the use of DMX.

I found this project particularly exciting because it is a true example of Creative Technology. I had the opportunity to work with new technologies such as DMX and PHP, which I hadn't experienced beforehand, as well as gaining knowledge of the Twitter API.

As an agency, Profero got their first exposure to the Arduino platform alongside Twitter integration. It also proved a valuable learning experience in order to understand the issues that may occur when linking the digital and physical world.

FOXTEL Xbox Registration Process

While interning at AllofUs, I was tasked with designing the online registration process for FOXTEL on Xbox. This gave me some great exposure to in-depth UX design. I took part in creating personas, user journeys, flow diagrams and logic maps. What's more, I gained knowledge of iterative design when learning UX design practices.

I left before the project reached completion. However, some of the features I suggested and designed, have made it into the live site.

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SKILLS

Software:

Microsoft Office
Adobe Creative Suite
Coda
3DS MAX
Omnigraffle
Wordpress
Drupal
Umbraco
Buddy Media Facebook CMS
iAd Producer

Languages:

HTML
CSS
Exposure to PHP
Exposure to Javascript
Actionscript 2.0
Processing
Arduino
VVVV
Twitter/Facebook/Instagram API

EDUCATION

Barnfield college 2004 - 2006

BTEC National Diploma Graphic & Multimedia Design : Merit

University College for Creative Arts : Epsom 2006 - 2009

BA (hons) Degree Graphic Design : New Media

REFERENCES

Nick Cristea

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Matt Powell

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Details On request