

Ian J. Wessman

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Profile

Award-winning **Technologist** and **Interaction Design** innovator seeks to support Agencies and Brands with their digital initiatives.

Experienced as both a technology leader/manager and as a liaison between Engineering and Creative, helping to achieve the overall creative vision.

Work Samples

★ Rockband: Community Site

www.rockband.com/rockers_home

★ Toyota's Hybrid Synergy Drive Community

www.toyota.com/vehicles/minisite/hsd

★ Toyota Yaris Virtual Test Drive

www.toyota.com/vehicles/minisite/yaris/experience

★ Toyota Yaris vs. Yaris Multiplayer In-Banner Game

demo.eyebalster.com/Demos/showcaseDemos0706/toyota/start.htm

★ The New York Times 2006 Redesign

www.nytimes.com

Employment Experience

2007-Present **Interaction Designer & Technical Architect**
(Consultant)

agencies: Mekanism, The Hyperfactory Ltd.

clients: Bundle.com, Electronic Arts, MTV/Harmonix,
Agent-M, TurnedOut LLC
Los Angeles, CA; New York, NY

Designed **engaging and consumer-focused experiences** for community-based, data-driven, and marketing websites.

Worked extensively with cutting-edge mobile and consumer-driven media.

Developed front-end and middle-layer implementations with a strict adherence to web standards, extensibility, and flexibility.

★ Nominated for a 2008 Webby Award

July 2007 **Creative Strategist** (Freelance)

agency: Ogilvy & Mather

client: Sony Computer Entertainment of America
Culver City, CA

Led a creative team to develop concepts for the online media and website for the PlayStation 3 title "Ratchet & Clank Future: Tools of Destruction," with a focus on innovative storytelling and novel media placement.

Previous Clients

Bundle.com

Electronic Arts

Turned Out

Agent-M

★ MTV/Harmonix

Sony

★ Toyota

★ The New York Times

Foxwoods

Samsung

Levi's

Kellogg's

McNeil/Tylenol

Disney

★ Diageo

Aflac

Redken

Philip Morris USA

General Electric

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Employment Experience (continued)

2006-2007 **Director of Creative Technology**
agency: Saatchi & Saatchi LA
client: Toyota
 Los Angeles, CA

Developed new and emerging platforms for advertising & marketing, including mobile, widgets, RSS, environmental installations and gaming.

Interactive work for the Toyota **account grew dramatically**, up to \$5 million per project.

Served as liaison between the Agency and external technology partners.

Introduced and **led Experience Planning/Information Architecture**.

Architected and co-concepted numerous highly regarded projects, including rich-media sites, imedia, and a complete site redesign.

Created the **world's first** two-player in-banner game for Yaris.

Authored new agency-wide organizational processes.

Represented the Agency as a panelist at industry conferences.

- ★ A 2007 Webby People's Voice Award
- ★ A 2007 Webby Award Nomination
- ★ Two Favourite Website Awards
- ★ Adobe Site of the Day, Aug. 17th 2006
- ★ Global Mobile Awards 2007: Best Mobile Advertising Nomination

2005-2006 **Presentation Layer Architect**
agency: Avenue A | Razorfish
clients: The New York Times, Maybelline
 New York, NY

Architected and led the front-end re-development of the much-lauded 2006 redesign of The New York Times.

Served as internal AJAX and Standards Compliance expert.

- ★ Two 2006 Web Marketing Association WebAwards

2005 **Sr. Art Director**
agency: Arc Worldwide
clients: Foxwoods, Samsung, McNeal/Tylenol, Levi's,
 Kellogg's, Disney, Diageo
 New York, NY

Developed concepts, interactions and copy for new business pitches. These included both digital and promotions disciplines.

Provided wardrobe styling direction for McNeil Tylenol campaigns.

- ★ A 2006 Web Marketing Association WebAward

Skills

Programming

Objective-C,
JavaScript, Java, C#,
PHP 5, Perl

Query

SQL, PL/SQL, XSLT,
XPath, XQuery, LDAP

XML Formats

Atom, RSS, RDF, SVG

Web Services & Data

REST, JSON, SOAP

Databases

MySQL, MS SQL,
Oracle 8

Platforms

ASP.net, J2EE, PHP

Content Servers

Interwoven Teamsite,
Drupal, Plumtree

AJAX Libraries

jQuery, Yahoo! YUI

Design Software

OmniGraffle, Visio,
Illustrator, Photoshop,
Rational Rose

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Employment Experience (continued)

2004-2005 **Software Engineer**
agency: Arc Worldwide
clients: Philip Morris USA, Redken, Aflac, Disney
 New York, NY

Architected and developed several innovative websites.

Worked as a **bridge between Engineering and Creative**. Was promoted into Creative to further this goal.

2003-2004 **Web Engineer (Freelance)**
agency: Semaphore Partners/Arc Worldwide
client: Philip Morris USA
 New York, NY

Re-architected and developed portions of the Philip Morris USA site.

2001-2002 **Lead Web Developer (Consultant)**
client: General Electric, Application Performance Center
 Schenectady, NY

Architected, developed and designed **digital dashboards**, visualization & reporting tools for mission-critical web applications.

Architected a custom CRM tool to optimize organizational processes.

Education

2001 Rensselaer Polytechnic Institute
 Computer Science

1998-1999 University at Albany
 Creative Writing, Photography, Computer Science