

Peter Mitchell

I've been directing and producing digital creative since the early days of the web. Along the way I've learned how to **create strong alliances, expedite complex processes** and **deliver spectacular results**. I'm currently seeking a growth opportunity.

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- Creative Director** Enhanced and aligned all phases of interactive creative development for marketing campaigns, websites, mobile apps and videos.
- Art Director** Guided creative teams to deliver stunning designs. Created engaging digital experiences and high impact marketing materials.
- UI/UX Designer** Championed user centered design. Leveraged robust interactive conceptualization and hands-on development skills.
- Content Architect** Re-engineered content heavy websites to transform layout, hierarchy and balance.
- Technologist** Pioneered use of social channels for marketing campaigns. Provided technology training to corporate clients. Smoothed out sharp learning curves.

Recent Projects

The following projects were completed while I was working with Mercury Seattle.

Mobilize Everything: AT&T T-Mobile Merger Website

Client: AT&T

I supervised the creation of one of the primary communications tools for AT&T's \$39 billion proposed merger with T-Mobile. This high-profile project was built in three weeks.

- Formulated new concept and content hierarchy to improve existing website.
- Solidified proposal, pitched client and secured contract.
- Rapidly scaled-up team and coordinated code development sprints.
- Creative directed design and user experience for website and campaign landing pages.
- Reported progress and tracked approvals through AT&T executive and legal departments.

Sonics Arena: Campaign to Bring Back the Sonics

Client: Chris Hansen

Over five months, the Sonics Arena campaign gained over 66,000 Facebook fans and generated 44,000 ticket sales leads.

- Creative direction for fast-paced multichannel media campaign.
- Technology strategist and lead developer for high-traffic website.
- Deployed cloud-based multi-server web publishing platform (AWS / EC2 / S3 / Ubuntu).
- Reported directly to Chris Hansen.

To The Brink: JFK and the Cuban Missile Crisis

Client: AT&T, The National Archives, The JFK Presidential Library and Museum

Working on a tight deadline, I directed multiple teams to produce a rich-media iPad app commemorating the 50th anniversary of the Cuban Missile Crisis. The app was featured on Gizmodo and received over 25,000 downloads in the first month.

- Directed design, user experience and content architecture.
- Expedited production with creative and development teams.
- Reported directly to executive level clients at three prominent organizations.

Pickens Plan: T-Boone Pickens Plan for Energy Independence

Client: T Boone Pickens

T-Boone Pickens widely recognized effort to promote alternative energy was one of the first of its kind to embrace social media, achieving over one million subscribers in the first three months.

Championed strategic use of emerging social media platforms.

Director and producer for widely distributed web videos (After Effects / Premiere / FCP).

Internet Innovation Alliance: National Telecommunications Coalition

Client: IIA

Art direction and production of digital and print media (Adobe Creative Suite).

UI / UX designer and web developer, (HTML5 / CSS3 / JavaScript / LAMP / ExpressionEngine).

Work History

Multimedia Creative Director

Mercury Seattle 2006 - 2013

At Mercury, I worked directly with clients to translate their needs into high-level strategic thinking and I supervised internal and external creative teams. In addition to team leadership, my role included hands-on creative development and broadening our service offerings. Over seven years, I helped Mercury expand from a small print-design shop serving local clients to a full-service digital agency working for AT&T.

Digital Media Consultant

Nice World Industries 2000 - Present

I am the owner of Nice World Industries, a digital creative consultancy.

Producer and creative director for websites and mobile apps.

Responsive website development, user centered design, content architecture.

Social media strategy and content development.

Technology workshops and individual consultation.

Video production and motion graphics.

Communications Director

911 Media Arts Center 1996 - 2004

As a leader at a member-supported media access and training organization, I organized events and improved communications to promote the group's rapid growth.

Transformed traditional marketing strategies to digital.

Curated a popular film and video screening series.

Leveraged new technologies to improve workshop and event registrations.

Multimedia Designer

N2H2 Incorporated 1998 - 2001

At N2H2 I helped create the first filtered-search portal on the web for kids (Searchopolis.com).

Represented web team in company wide meetings.

Designed, produced and built websites and interactive media.

Trained other team members to do cool stuff on the web.

Education

BA, Electronic Media Production

S.I. Newhouse School of Communications

1992. Syracuse University

BA, English Textural Studies

School of Arts and Sciences

1992. Syracuse University