



## RESUME & project experience

I've been producing and managing digital creative since the early days of the web. Along the way I've learned how to **expedite complex processes** and **explain technical details** so that all participants are in alignment. My core competency is **gaining trust** and **delivering spectacular results**.

### **Peter (NICE) Mitchell**

206-391-4418  
peter@petenice.com  
www.petenice.com

## EXPERTISE

<b>Creative Director</b>	Enhanced and aligned all aspects of interactive creative development – concept, design, narrative and user experience – for websites, apps and timebased media.
<b>Project Manager</b>	Mobilized diverse teams to deliver on time and under budget. Reported directly to (and gently guided) high-profile clients. Applied zen art of client happiness.
<b>Business Developer</b>	Identified new business opportunities. Pitched, wrangled and secured contracts.
<b>UI/UX Designer</b>	Championed user centered design processes for continuous improvement.
<b>Content Architect</b>	Re-engineered content heavy websites to transform layout, hierarchy and balance.
<b>Technology Strategist</b>	Trusted tech advisor to senior corporate executives. Leveraged new technology to optimize communications and better enable creative workflow.

## EMPLOYMENT

### **Multimedia Creative Director**

Mercury Seattle *2006 - Present*

At Mercury, I work with clients to translate their needs into high-level strategic thinking. Within our team, I direct and produce creative, guiding the process through approvals and launch. Since 2006, I have expanded our group from a print-design shop to a full-service agency offering websites, apps, videos and social campaigns. Some highlights of my work follow:

#### **Sonics Arena: Campaign to Bring Back the Sonics**

*Chris Hansen*

I currently lead the SonicsArena.com website team, including creative supervision of content across digital channels (web, social, video and paid media). The campaign has gained 65,000 Facebook fans, 30,000 ticket sales leads, and at one point we had 5,200 webpage requests per second.

- Creative supervision, project management of fast-paced multichannel campaign.
- Engineering and deployment of multi-server publishing platform.
- Technology consultant, reported directly to Chris Hansen.

#### **To The Brink: JFK and the Cuban Missile Crisis**

*AT&T, The National Archives, The JFK Presidential Library*

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

- Account management, worked closely with three executive-level clients.
- Project orchestrator, aligned internal and external development teams.
- Creative producer, executed critical project components on a need-it-now basis.

#### **Mobilize Everything: AT&T T-Mobile Merger Website**

*AT&T*

I supervised the construction of the primary communications tool for AT&T's \$39 billion proposed merger with T-Mobile. This high-pressure project was completed at breakneck speed, from wireframes

to launch in 21 days. After launch, I managed the team charged with care and feeding, UX improvement and continued campaign rollouts for the website.

- Solidified project proposal, pitched client and secured contract.
- Rapidly scaled-up team, delegated project components and coordinated sprints.
- Reported progress, tracked approvals through AT&T executive and legal departments.

### **Pickens Plan: T-Boone Pickens Plan for Energy Independence**

*T Boone Pickens*

I directed the web video team for T-Boone Pickens 2008 campaign to promote alternative energy. Our videos were broadcast to over one million social media subscribers and compared to a “TED talk” on Wall Street Journal’s Buzzwatch.

- Creative direction for national campaign kickoff video. Project manager for web video team.
- Strategist for social media campaign (a pioneering effort in the emerging world of social).

### **Internet Innovation Alliance: National Telecommunications Coalition**

*Internet Innovation Alliance*

As account manager for IIA, I supervise the creation of all client deliverables including brochures, infographics, videos and interactive multimedia. I’ve also guided IIA’s expansion into social media, providing technical and tactical consultation.

- Marketed creative team services, generated abundant commissions, delivered quality results.
- Established and extended a close working relationship with a very good client.

### **Multimedia Consultant**

Nice World Industries *2000 - Present*

I am the owner of Nice World Industries, a multimedia creative and communications consultancy.

- Digital media creative and design.
- UI/UX, content architecture, social media strategy.
- HTML5/CSS3/Javascript, CMS setups, LAMP server administration.
- Video production, animation, motion graphics.
- Cartoons, storyboards, data visualizations.

### **Communications Director**

911 Media Arts Center *1995 - 2005*

I improved communications to promote the rapid growth of 911 Media Arts Center, a community media artist organization.

- Transformed traditional marketing strategies to digital.
- Created community events and user groups.
- Curated a popular film and video screening series.
- Constructed the first website publishing workshop in the Northwest.

### **Web Creative Team**

N2H2 Incorporated *1998 - 2000*

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

- Represented web team in company wide meetings.
- Designed web sites and interactive media.
- Assistant producer for rich-media content.

## EDUCATION

### **BA, English Textural Studies**

School of Arts and Sciences  
1992. Syracuse University

### **BA, Electronic Media Production**

S.I. Newhouse School of Communications  
1992. Syracuse University

## PRESENTATIONS

### **AT&T Western States Public Affairs Annual**

“Social Media Strategies”  
2011. Austin, TX

### **Philanthropy Roundtable Annual Meeting**

“Blogging, Texting, and Tweeting: A Guide to New  
Media Messaging for Donors”  
2009. Colorado Springs, CO

### **MediaACT International Media Conference**

“Community Building and Digital Advocacy”  
2007. Seoul, South Korea

### **Rockefeller Foundation Fellowship Nominator**

2004. Seattle, WA

### **Video on the Web**

Interactive multimedia workshop series  
2003. Seattle, WA

### **WebFlicks**

Seattle’s first digital video screening series  
2000. Seattle, WA

## REFERENCES

[Redacted]  
[Redacted]  
*available on request*

[Redacted]  
[Redacted]

[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]

[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]

