

Derek Little

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Creative developer exploring emerging technologies in an effort to design and craft unique, engaging and intelligent user interfaces.

PROFESSIONAL EXPERIENCE

Founder & Creative Technologist, **SuperComputingMachine**

Nov 2017- Present

Founded an independent interactive design studio cooking up playful and engaging experiences for the web ... and not-web.

Clients: BIG3 basketball, Darco Capital, Ataboy Studios, World of HA Productions, Loughborough University, Bob Marley Foundation, Rita Marley Foundation, Workshop Creative, Verisk Analytics and agencies: HUSH, Gensler, Havas, DeepLocal, Fame House, Mass Ideation

Data Visualization Developer, **Comcast**

Oct 2016- Jul 2017

Designed and developed interactive applications for internal communications team

Interactive Creative Director, **Red Tettemer O'Connell + Partners**

May 2014- Aug 2016

Directed digital strategy and creative development of branded digital experiences for clients including Under Armour, Levi's, Kellogg's, Planet Fitness, Dial for Men and SEPTA

Championed UX principles through wireframing, rapid prototyping and close collaboration between multi-disciplinary groups to create interactions that tell a compelling story

Mentored designers, developers and art directors to encourage creative risk-taking and project ownership

Creative Technology Director, True North Inc

May 2012- Jan 2014

Explored emerging technologies and collaborated with design, development and account teams to prototype and integrate these innovations into creative strategy

Oversaw digital strategy, IA/UX, technical implementation and quality assurance

Spearheaded internal program to generate new business and new revenue streams, as well as educate and foster collaboration among agency staff

Director of Research & Development, True North Inc

Aug 2008- May 2012

Launched new division of True North specializing in development of websites, apps and games

Expanded agency capabilities to support social media strategy and application development

Oversaw all aspects of development from architecture to deployment

Outlined and implemented best practices, workflow process and quality assurance

Managed third party vendors and collaborated with client technology teams

Creative Director, True North Inc

Jun 2004- Jul 2008

Oversaw strategic and creative direction of the agency and helped establish True North as an innovative leader in the online advertising space

Led all aspects of campaign development, from pitch to launch including digital strategy, selection of development platforms, timeline and resource management, vendor coordination and production

Responsible for leadership of teams of art directors, copywriters, designers, animators, developers and production artists in both the New York and San Francisco offices

Associate Creative Director, **True North Inc**

Jun 2003- Jul 2004

Senior Art Director, **True North Inc**

Mar 2002- May 2003

Art Director, **True North Inc**

Jan 2001- Feb 2002

Flash Designer, **True North Inc**

Jul 2000- Jan 2001

TOOLKIT

React, Next.js, Vue, React-Three-Fiber, Three.js, WebGL, Full Stack Web Development, Snap AR
Lens Studio, Wordpress, Contentful, Node.js, PHP, MySQL, MongoDB, Git, Figma, Adobe Creative
Suite, Blender, Rive, Arduino

EDUCATION

Bachelor's of Architecture, June 2000 – **Iowa State University**, Ames, IA

HONORS / AWARDS

Webby Award - HBO Max Orbit: Best Responsive/Adaptive Design for Mobile - 2022

Addy Awards - GOLD ADDY Award, Digital, Responsive Design: Planet Fitness "Planet of
Triumphs" - 2016

Addy Awards - Online/Interactive Campaign: Planet Fitness "Planet of Triumphs.com" - 2016

Addy Awards - Online/Interactive Campaigns: Dockers "DadJam" - 2016

Shorty Awards - Silver Shorty Award, Online Communities: Planet Fitness "Planet of
Triumphs.com" - 2016

DMA ECHO Awards - ECHO Digital Award, Top Award for Innovation in Online Media: Magic On
Your Desktop Desktop App: Peter Pan DVD release (Walt Disney Studios Home Entertainment) -
2008