

BILL PEARCE

interactive designer & developer

brooklyn, ny 11211
bill@bpearce.com
www.bpearce.com
917.282.5320

Design for – websites, digital ads, user-interfaces, applications, and all things digital, notably those involving type
Development for – ads, front-end, games, touch-screen interfaces
Technical knowledge includes – Adobe CS (notably Photoshop, Illustrator, and Flash), Git/SVN, Grunt, etc.
Languages written– HTML5/CSS3 (SASS & Compass), AS2/AS3, JavaScript (jQuery, etc.)

Code & Theory New York, NY

Senior Creative Technologist

Website/web-application dev in HTML/CSS(SASS), JS, and PHP
Physical computing/dev for microcontrollers (Arduino, etc.)
SPG.com (tech lead), nbcdeportes.com (front-end), etc.

5.14-PRESENT
codeandtheory.com

Kettle New York, NY

Freelance Senior Front-End Developer

Dev for responsive websites and applications in HTML/CSS (SASS & Compass), heavy Javascript
Tumblr, Facebook, etc.

3.14-5.14
kettlenc.com

Juice Pharma New York, NY

Freelance Senior Front-End Developer

Dev for websites in HTML5/CSS3, heavy OOP Javascript and animation using GSAP
For desktop, iPad, and iPhone

2.14-3.14
juicepharma.com

BBDO New York, NY

Freelance Senior Developer

Dev for advertising in AS2/AS3 & HTML5/CSS3

12.13-1.14
bbdo.com

Undertone New York, NY

Freelance Senior Designer

Designed ads and mini-sites

12.13-1.14
undertone.com

Coloredge New York, NY

Senior Interactive Designer

Managed the interactive department. Oversaw all interactive work at the company, including animations for digital signage, UIs for touch-screen kiosks, Flash banners, websites, mobile apps, and HTML emails

Duties included new business development and pitching, product development, educating sales staff, teaching and developing staff, pricing, and negotiation

Clients included Jet Blue, Kay Jewelers, About.com, and the Texas Board of Tourism

11.11-11.13
coloredge.com

DDB° New York, NY

Freelance Interactive Designer

Designed interaction and animation of Flash banners, mobile advertisements, websites and email using HTML/CSS, JavaScript, JQuery, AS2 & AS3

Clients included Johnson & Johnson, State Farm, Aveeno and Barr Labs

2.11-11.11
ddb.com

Tremor Media New York, NY

Freelance Interactive Designer/Developer

Designed and produced expanding and non-expanding Flash banner ads, with and without video, in various standard and non-standard sizes, using AS2, AS3 and Greensock tweening engines

Clients included Sprint, Business Week, HP, General Motors, Syfy, Disney, Fuse and Office Max

7.10-1.11
tremormedia.com

DC Comics New York, NY

Freelance Graphic Designer

Made images for licensing department that were sold in style guides and appeared in a variety of media (clothing, packaging, textiles, etc.)

11.09-06.10
dccountics.com

School of Visual Arts New York, NY

Bachelor of Fine Arts: Illustration & Design

Graduated 2006