JT Mudge

Director - Creative Technologist / Architect

jt@mudgehome.com | 831-419-0360 | Santa Cruz, CA | www.linkedin.com/in/jtmudge/
Portfolio: jt.mudgehome.com

Overview

Creative Technologist and Digital Innovator specializing in bespoke customer experiences, martech, and problem solving. 20+ years leading cross-disciplinary teams in digital innovation, strategy, and development.

I drive successful omni-channel user engagement utilizing my deep knowledge of business, user experience, and the technology. I strive to create innovative new experiences and to make existing products and experiences better.

I thrive working with a cross-disciplinary team on challenging projects. I believe in a creative and productive work environment where communication is as important as innovation.

Key Skills: Innovation, Prototype Development, User Experience, Solution Architecture, Team Lead, Full Stack, Data Visualization, Information Architecture, Marketing Technology, API development, Dev Ops

Key Technologies: HTML/JS/CSS, Node.js, PHP, Python, C#, AWS, Azure, SQL, noSQL, neo4j, Tizen, WebGL, Unity, LAMP, MEAN, CRM, CMS, digital signage/DOOH, AR/VR/MR, IoT, voice automation, bots (physical and digital)

Key Clients: Samsung, Apple, Nokia, VMware, Ricoh, Cisco, HP, TPMG (Kaiser), American Express

What I do

- Develop digital prototypes and POCs
- Create experiences integrating physical + digital including AR and projection mapping
- Integrate and develop APIs
- Analyze companies' current technology solutions and provide recommendations and roadmaps
- Develop technology presentations for cross-disciplinary teams
- Estimate projects and create SOWs
- Manage the dev aspects of a project
- Mentor developers
- Analyze, test, and review new technologies, frameworks, and best practices
- Ensure development quality and efficiency

Experience

Solutions Lead – productOps   10/2018 – Present

Technical lead and project manager for a range of projects including IoT, augmented reality, and cloud platforms.

Key Accomplishments:

- Created audio based augmented reality product for designer headphone company including a B2B partner platform.
- Started innovation lab called "The Garage" for company that allows developers to explore and create with new technology and act as a company showcase of our capabilities.
- Work as a lead on the biz dev and project management teams.

Owner | Chief Digital Director – LitmusBox   03/2017 – 09/2018

Owner of digital engagement agency specializing in customer experiences, innovation, and prototyping. Manage agency P&L. Principal consultant on project ROI and measuring KPIs. Manage digital strategy, roadmap, and partnerships.

Key Accomplishments:

- Improved Nokia's user engagement and significantly reduced operation costs by driving global vision to unify digital customer engagement, brand strategy, and operations.
- Opened innovation lab in Santa Cruz featuring IoT, AI, mixed reality, audience metrics, and

other emerging experiences.

- Increased companies offerings by creating group of strategic technology partners to deliver full-service experiences to brands.
- Developed a new mixed reality product for non-profits to increase their donor revenue.
- Created SaaS application for partner.ly to connect brands with artists for campaigns.

Director | Solution Architect – Rosetta (now SapientRazorfish)   01/2013 – 02/2017

Technology leader responsible for customer engagement in emerging experiences. Transformed user engagement for large enterprise clients. Drove agency thought leadership by working on cross-disciplinary team (marketing, BD, UX, design, IT).

Key Accomplishments:

- Lead creative technologist / architect for Samsung's flagship "technology playground and cultural destination" in NYC including a three-story video wall and a VR tunnel.
- Developed digital strategy for large enterprise companies
- Worked closely with business partners on helping to prepare large multi-million dollar SOWs
- Managed tech team of front and back end engineers, business analysts, and QA

Partner | Technology and Experiences – LitmusBox Web Consultancy   01/2008 – 12/2012

Served as partner and technical lead for agency. Managed team of developers and worked with cross-disciplinary groups to create custom experiences. Created estimates, SOWs, and project plans.

Key Accomplishments:

- Started mobile initiative leading to TPMG's (Kaiser Permanente) first mobile app
- Owned daily operations for several websites including data-driven planning
- Developed frameworks for client solutions
- Managed partner relationships with agencies, offshore companies, and service providers.

Chief Digital Officer | Strategy – Portugal.com   03/2007 – Present

Served as lead architect and managed product development and innovation for Portugal.com.

Key Accomplishments:

- Transformed company's user engagement to social channels and email campaigns
- Increased project success rate by developing a three year digital roadmap
- Integrated CRM and marketing automation

Owner | Technical Director / Lead Programmer – MudgeWeb   03/2003 – 12/2007

Tech lead as well as the primary developer on projects. Started local meet-up of web developers.

Technical Director | Sr. Programmer – TSC (Technology Services Company)   07/2000 – 05/2003

Technical director and Sr. programmer for agency specializing in large systems integrations for clients.

Sr. Programmer – American Express   10/1998 – 07/2000

Information Architect and developer for technology group at AMEX.

Sr. Programmer – Software Techniques   01/1997 – 09/1998

Web manager and technical writer. Responsible for production of all content (print and web).

Education

B.A. - University of Arizona - 1996