

# Peter Bartsch

I have been fortunate to work on projects related to my passions. I'm currently very interested in User Experience, Open Source Software, (I'm nearly obsessed with Drupal) and augmented reality. I'm a successful entrepreneur, seasoned traveler and lifelong student. A digital "hack-of-all-trades" I am well versed with all the major, (and a surprising number of minor) digital media & development tools. I thrive on solving complicated challenges with elegant solutions, on time and on budget.

## EXPERIENCE

### Principal - Dig the Pixels - Chicago, IL - July 2004 till Present

I have been freelancing for the past four years, developing sites with the Drupal CMS and the Docebo LMS. Highlights include;

- \* welovebeauty.com - a growing online community that focuses on the beauty industry. Its built on Drupal. Recently named runner up for best designed Drupal site at Drupalcon 2008 Boston
- \* d7tv.com (2nd generation) built on Drupal, I was VP of online productions with this San Francisco start-up for most of 2006 & 2007. We even got a review on techcrunch.com. Funding ran out and I moved on, but they are re-grouping and I wish them the best of luck.
- \* sitelogica.com - online training for site specific OSHA requirements, currently all projects are for client intranets and not for public consumption. Though one project may get the green light to go public soon.

### Director, Online Productions - Cognistar - Southboro MA - July 1999 thru July 2004

Sixth employee at startup. Became a leading provider of online continuing legal education and custom e-learning solutions.

- \* One of four person team that developed prototype and versions 1.0 - 3.5 of Courseware and Learning Management System.
- \* Managed small team created to capture, develop and edit video and rich media assets for all courses
- \* Instrumental in securing over \$12 million in venture funding with developed prototypes, collateral and strategy.
- \* Helped VC Due Diligence in regards to strategic direction, production process, performance metrics & user experience.
- \* Designed process to capture, edit and encode all related media for courses, (meeting demanding time and budget restraints).
- \* Produced over 95 courses with development team, and sold over \$1 million (USD) 2 years in a row.
- \* On site manager nationwide for subject matter expert's taping, including: top legal experts, Federal, Elected & Judicial officials.
- \* Constantly evolved, researched & evaluated interface & experience of LMS, courseware, production and delivery technologies.

### Online Producer - SkyMall - NY, NY - October 1998 thru July 1999

Successfully pitched Connected DVD concept to SkyMall board of directors. Hired to produce DVD to be included in SkyMall catalog to offer rich media products & services to online browser who are otherwise limited by connection speeds.

- \* Produced complete initial plan at corporate headquarters, transferred to acquired NYC agency Riptide to produce project.
- \* Staffed, managed and grew Riptide in relation to requirements of SkyMall project as well as other accounts.
- \* Developed Broadband, DTV & Connected DVD strategy and educational collateral on key concepts for VC road show.
- \* Produced proof of concept web browser based 3D e-commerce demo for connected DVD.

### Independent Web Developer - San Francisco, CA - January 1996 thru October 1998

Freelanced in Bay Area, providing: 3D graphics, Flash development, video production and HTML coding.

- \* Produced marketing collateral and website for Netherlands based European SAP staffing company (including localized versions).
- \* Successfully completed several websites and CD-ROM based projects for a variety of clients.
- \* Helped start ISYS-web.com, (now defunct), a full service web solutions provider.
- \* Crewed with video artists, Dimension 7, 1998 SF Civic Halloween, New Year's in Maui 2000, Burningman 2000, 01 & 02.

### Interactive Specialist - Life Fitness - Franklin Park, IL - October 1994 thru January 1996

Worked for the Director of New Product Development during the entire life of the Exertainment system, an interactive and entertaining fitness product made in partnership with Nintendo Entertainment. I was involved in every major aspect of the product, including: research, development, production, marketing and customer support, for both North America and Europe.

- \* Worked on market research team for product development; including software, hardware and ergonomics.
- \* Worked on development team for commercial Exertainment System, both domestic and international models.
- \* Managed in-house testing programs for Nintendo approval of SNES titles, Mountain Bike Rally, Speed Racer and Tetris.
- \* Worked on 15 Life Fitness trade show events, promoting the Exertainment System across North America and UK.
- \* Developed interactive training, demonstrations and sales presentations for corporate wide use, including localized versions.

## EDUCATION

### Bachelor of Arts in the Liberal Arts

(focus on architectural theory)

Arizona State University, Tempe, AZ

August 1989 thru May 1993

### Student-at-large

(neon & copper sculpture, oil and water painting)

School of the Art Institute of Chicago, Chicago, IL

August 1987 thru May 1989