

NATHAN WRAY

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About Me

I've been in the trenches for many years on a wide variety of development projects, in advertising agencies large and small, as well as freelance. I've held a variety of roles over this period of time and currently am a Creative Tech Director. I also own my own ideation company, Pando.

I'm seeking a technical management role which involves strategy, concepting, research, creative problem solving, as well as working on solutions alongside client and product management teams. In other words, I'd love to lead and be a part of the solution design process. While I'm happy to roll up my sleeves when necessary to dive into code, I believe my skills and experience are better leveraged in mentoring and managing a team through execution while providing creative ways to overcome obstacles the team may come across.

My years of experience have also provided me the opportunity to learn how to effectively lead a team through project completion, as well as promoting personal growth and learning with my direct reports. I've directly managed teams of 5-15 people, across a breadth of disciplines and skills, throughout my career. This has also helped me learn the multitude of ways to communicate across different departments and working styles. Ideation, process, creative problem solving, scoping, client relations, and departmental liaison are all second nature to me.

With the constant flow of new emerging technologies, my resourcefulness and years of experience lend themselves perfectly to leading the charge towards an accomplished department! My experience spans a wide range of projects and frontend applications including, but not limited to: full site builds and redesigns, digital banner ads, promotional microsites, interactive videos, social media integration, interactive kiosks and displays.

Current Positions

Wirewax, New York, NY

Creative Technology Director – 4/18 - present

Clients: **Jaguar, Samsung, Home Depot, Macy's, FDA, Apple, MetLife, IBM, Boehringer Ingelheim**

Pando Consulting, LLC, New York, NY

Company Owner – 9/16 - Present

Projects: Consulting, ideation, and prototyping.

Disciplines

Lead:

- Development team management and oversight:
 - Regular check-in's with both the devs and the PMs.
 - An "open door" understanding to allow for unbiased help and psychological safety.
 - Setting up smaller, more immediate milestones outside of what may be in the overall project timeline.
 - Prefer non-micromanaging leadership style to give devs space and trust.
- Coaching devs through particularly tricky situations they may encounter with code, project scope, or other personnel.
- Teaching through example, as well as joint learning to form camaraderie.
- Creating strategic learning opportunities through relevant but peripheral side projects that may be put into play down the line within the department or client account.
- Ensure everyone is coding on a level playing field by establishing and enforcing best practices, standards, process, and jointly defined coding structure.
- Guide developers to learn new techniques, languages, frameworks, apps, or process by including them on new projects outside of their current skill sets, when possible and appropriate.
- Delegation of projects to correct resources based on skill, timeline, and budget.
- Foster dev team morale through sharing personal achievements, project accomplishments, and bright ideas with the group/company.
- Maintain a sense of focus through shifting client and potentially internal priorities.
- Serve as "the buffer" for the dev team from leadership or other departments.

Director:

- Brainstorming & conceptualizing:
 - What can be done in the allocated budget/time, with potential approaches and options.
 - New ideas to add functionality or appeal.
 - Ideating new ways of doing things or processes to overcome blockers.
- Scoping & estimating timelines:
 - Duration of executing proposed design within a given tech stack and capabilities.
 - Assessing potential compromises in order to satisfy client goals and stay within budget/time.
- Accurately define client needs in order to manage and satisfy their expectations.
- Pre-empt and address potential issues of a project before anything can become a disaster down the line. Seemingly innocuous things usually tend to be the ones to bite you later on. (Server setup, new software/techniques glitches and bugs, etc.)
- Liaison on behalf of the department in promoting the abilities, strengths, and capabilities of the team.
- Research relevant emerging and existing tech to evaluate for the department and/or specific project(s).
- Define and enforce development best practices and standards in order to streamline work flow.
- Interview future candidates for internal positions.
- Mentor and nurture a healthy and productive culture for the development team.
- Partner with department leads (UX, Design, Account etc.) to establish company capabilities and define strategic market opportunities to target.

Skills

PROFICIENT: HTML, CSS, Javascript, Photoshop, Git (command line & SourceTree), Wordpress, Greensock, Facebook/Twitter APIs, ad platforms (Sizmek, DCM, DCS, Atlas, Flashtalking, Spongecell, etc), Active Collab, Jira, Google Cloud Vision, JQuery, Tumblr.

DABBLED IN: Sass, Less, PHP, Various CMS, BASH scripting, ImageMagick (command line), Illustrator, Node, Express, Gulp, Grunt, AWS, Canvas, MySQL, Bootstrap, Modernizr, Litmus, Phoneygap, React, Heroku.

Last 10 years at a glance

Wirewax, New York, NY

Creative Technology Director – 4/18 - present

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Pando Consulting, LLC, New York, NY

Company Owner – 9/16 - Present

Projects: Consulting, ideation, and prototyping.

Craft WW, New York, NY

Senior Developer / Tech Lead / Creative Technologist – 5/17 - 4/18

Clients: **MGM, Microsoft, U.S. Army, State Street, Mastercard, L'Oreal, Qualcomm, Verizon**

EG+, New York, NY

Associate Director of Technology – 1/16 - 6/16

Clients: **HP, ATT, State Farm, Subway, Accenture, FedEx, Lowes, DDB, Exxon, Mountain Dew, Bacardi**

BBDO, New York, NY

Associate Tech Director – 6/13 - 12/15

Senior Creative Developer – 2/11 - 8/12

Clients: **Arby's, ATT, Bank of America, Fedex, GE, HBO, Hyatt, Lowes, Monster, 3M, American Family, Batten & Co, Brisdelle, Cambells, CVS, Depuy, Emirates, Exxon, Footlocker, HP, Johnson & Johnson, Rogaine, SAP, Splenda, Starbucks, Visa, Wishbone**

TAG WORLDWIDE, New York, NY

Creative Producer – 8/12 - 5/13

Clients: **Hilton, Bud Light, Diageo, Jaguar, Land Rover, USA Today, State Farm, Vaseline, McDonald's**

MAVERICK DIGITAL, New York, NY

Contract Flash Developer – 11/10 - 12/10

Client: **Bacardi**

OVERDRIVE INTERACTIVE, Boston, MA

Senior Flash Developer – 3/09 - 10/10

Clients: **Harley Davidson, Yummie Tummie, LogMeln, Overdrive, Progress, Pearson, Liberty Medical, Buell, USPS, Carpet One, Imprivata, Sokolove Law, Tigressa, Unica, Unshackle Upstate, Vistaprint**

Companies / Agencies

Arnold Worldwide, BBDO, CANBOX, Carat, Craft WW, CreateThe, EG+, Four-Score Technologies, Hill Holliday, ICAST, Maverick Digital, McCann, Overdrive Interactive, Pod Digital Design, TAG Worldwide, Wirewax.

Clients

1-800-Flowers, 3M, A&E, Accenture, American Family Insurance, Apple, Arby's, ATT, Bacardi, Bank of America, Batten & Co, BBDO, Bio Channel, BNQT, Boehringer Ingelheim, Brisdelle, Bud Light, Buell, Burberry, Cablevision, Cambell's, Carpet One, Christian Children's Fund, Coca-Cola, CVS, David Blaine, DDB, Depuy, Diageo, Dun & Bradstreet, Emirates, Exxon, FDA, FedEx, FF Creative, Footlocker, Fuse TV, General Electric, Harley Davidson, HBO, Hhonor, Hill Holliday, Hilton, Home Depot, HP, Hyatt, IBM, Imprivata, Jaguar, John Deere, Johnson & Johnson, Land Rover, Liberty Medical, Liberty Mutual, LogMeln, Lowes, L'Oreal, Macy's, Major League Eating, Mastercard, McDonald's, MetLife, MGM, Microsoft, Monster, Mountain Dew, Overdrive, Pearson, Phillips, Progress, Qualcomm, Reebok, Rogaine, Royal Caribbean, Samsung, SAP, Sokolove Law, Southern Comfort, Splenda, Starbucks, State Farm, State Street, Subway, Synovate, Terradata, the truth, Tigressa, Timo Maas, TV Guide, U.S. Army, Unica, Universal Studios, Unshackle Upstate, USA Today, USPS, Vaseline, Verizon, Visa, Vistaprint, Volkswagen, Wachovia, WBCN, Webex, Wishbone, Yummie Tummie