

PeterDuke • TechnologyStrategy • DesignThinking

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## PROFILE

- Widely recognized as an award-winning technical innovator and creative director in all aspects of the development process, including conceptualization, competitive analysis, requirements identification, team participation, brand positioning, client interaction and executive presentations.
- High-caliber leadership experience in pitching and winning new business campaigns, along with overall business planning and industry product knowledge, for Fortune 500 customers in consumer-focused products and creative industries.
- Profitable development and execution of successful consumer product launches, high-impact marketing initiatives and business plans with a creative, visionary approach; ensure rapid delivery of high-growth revenue results and greater market penetration.
- Expertise in the presentation and negotiation of services and deals with top executives, professional peers, industry leaders and key decision-makers; fully familiar with all media, including TV, radio, print, Internet and mixed.
- Key participant in training, orienting, mentoring and developing top-notch account executives and support staff; motivation of teams to achieve peak performance, penetrate competitive markets and meet aggressive business objectives.
- World-class Fashion Photographer with work listed in national magazines, retail venues and mass merchandising settings.

## EXPERIENCE

**Independent Strategic Consultant, Pacific Palisades, CA 2008 - 2009**

Responsible for several special projects involving web + SMS gaming for Klicksports, User Experience Strategy & Design for the USC Shoah Foundation

Institute, and Brand & Product Development for the I AM Waters foundation (Houston, Texas), and several other projects that are non-disclosed.

### **Playground Media Group, Santa Monica, CA 2003 – 2008**

#### **Creative Director of Technology**

In charge of overseeing the development and introduction of eleven prototype Windows Media Hi-Def DVDs, including “Step Into Liquid” and seven IMAX titles. Built and led multi-discipline teams in identify project requirements, budgets, resources and timelines.

- Recognized for innovation and product excellence by Bill Gates at the 2005 CES.
- Facilitated the full design and implementation of media and technology for the \$300 million Las Vegas Springs Preserve.
- Re-envisioned museums for the 21<sup>st</sup> century for the LA County Museum of Art in association with the American Film Institute Digital Content Lab.
- Created, developed and tested in-theater video game experiences for TimePlay.
- Served as a consultant to Microsoft for six months in 2002 and prototyped contributions to the next generation of TV programming.
- Also worked on major freelance projects to create a world-wide competition for a major game property, as well as on Internet strategies with a well-known Hollywood studio.

### **Virgin Entertainment Group Inc., Los Angeles, CA 1999 – 2002**

#### **Director of Web Development**

Acted as Evangelist, Director, Producer and Team Leader in designing and rolling out a variety of cutting-edge media services. Interfaced constantly with creative talent, 3<sup>rd</sup> party vendors, in-house assets and emerging technologists. Utilized expertise in MS IIS/ASP/SQL, Apache, Solaris, Oracle, Windows Streaming Media and many other mainframe and wireless technologies.

- Recognized for innovation by Bill Gates at the Windows XP Time Square launch event, as well as by Sir Richard Bransen.
- Successfully launched the company’s online presence, *VirginMega.com*, as well as the Internet radio station, *Radio Free Virgin*.

- Introduced the high-profile Digital Preview System, which allowed consumers to review and evaluate over 2.5 million songs and 20,000 movie trailers.

### **Independent Strategic Consultant, Pacific Palisades, CA 1998**

Responsible for handling several special projects involving web-based enterprises for different major record labels, such as Capitol Records, Mosaic Records, True Blue Records, Blue Note and Angel Records. Utilized MS Site-Server, Commerce Server, ASP and SQL.

- Organized and executed online game competitions for Intel (iGames), featuring “Half-Life” and “Myth II” in PC game centers.
- Created and followed up on business models and proposals for such concepts as a long-form weekly league series based on “Counter-Strike” and a short-form daily game show for console games.

### **Sega Gameworks LLC, Universal Studios, CA 1996 – 1997**

#### **Interactive Media Producer**

Specially recruited to design and produce prototypes for advanced telecom systems which provided gaming consumers opportunities to compete across remote locations. Prepared hybrid systems with voice, video and data capabilities for such strategic partners as GTE, Intel and Sega Enterprises.

- Recognized by Steven Spielberg for creative use of emerging technologies.
- Deployed a full production LBE implementation of the game platform, “Quake,” which pit 8 players in CA against 8 players in TX.; also rolled out “QuakeTV” for local game broadcast.
- Also tasked with developing Intranet resources for this company which allowed consumer to connect in public spaces and communicate with open standards technologies.
- Featured included a branded chat system, custom browser shell and intelligent agent recommendations.

**20th Century Fox/Delphi Internet Services/NewsCorp - MCI, Beverly Hills, CA 1995 – 1996**

**Director of Design**

Hired to spearhead the creation of an online venture, iGuide, which produced websites for high-profile TV shows, such as X-Files, Fox Sports and other NewsCorp properties. Built and managed a cross-functional team of art directors, graphic artists and HTML developers.

- Instrumental in the design of object-oriented user interfaces, as well as introduction of ecommerce, news and chat forums.

**Previous Employment**

- Worked as a world-class Professional Fashion Photographer appearing in such magazines as *Vanity Fair*, *Glamour*, *US*, *Max* and *Detour*.
- Also produced many advertising and editorial features for a wide array of retail manufacturers and consumer-focused businesses, such as the May Company, Marshall Field's, Paramount Studios, Universal Studios and HBO.
- Gained hands-on knowledge of broadcast TV production functions, graphic design and other multimedia resources.

**Professional Training**

- Fully proficient in MS Office, Photoshop, XHTML, DHTML, CSS, ASP and Director/Flash on PC and Macintosh platforms.
- Familiar with UNIX, Database Design, API development, Visual Studio, AJAX, XML-RPC, JSON, ANSI C, C++, PHP, Perl, Python, Ruby, Java and Javascript, as well as emerging platforms, embedded operating systems, game engines and network operations.