

# BP BRAMPITOYO

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## EXPERIENCE

### **Wieden+Kennedy Portland · Delhi**

*July 2009 – May 2010 · September 2010 – present*

Planned, designed, prototyped and developed web experiences for national and global clients like Nokia, Nike and Target, as well as internal use. Managed an online community of viewers, influencers and journalists for Wieden+Kennedy's media lab, WKE.

### **Air New Zealand**

*February – March 2009 · with Small Society @ tensorflow*

Planned a digital exclusive experience around the airline's newest route, LA to London. Built a Yahoo! Query Language system that power the campaign's centerpiece iPhone app, London. Spot On.™ —later extended to Sydney, Melbourne and New Zealand.

### **Wild Alchemy**

*September 2006 – January 2009*

Developed brand strategy and researched cultural insights for local and national brands in the creative, health and hospitality industries.

## LECTURES & PRESENTATIONS

### **Designing Interactions for Social Change**

Encouraging virtuous behaviors in online communities by learning from architecture and game theory, presented at Henry Jenkins' Transmedia Storytelling and Entertainment course, USC Annenberg.

### **Netness: Why Everything Wants to be Connected**

A manifesto envisioning the network as a ubiquitous fabric of rich services composed of simple objects that talk to each other. Designed for Sheldon Renan. Presented globally.

### **Faster & More Secure Webfonts · Codes That Read Better**

### **The Secret History of Fonts · A Brief History of Sans Serif Types**

Presented at AIGA PDX, BlogWorld Expo, FontConf and other venues.

## RESEARCH PROJECTS

Legibility and usability of digital typefaces in low resolution displays

Digital preservation and revival of endangered indigenous written scripts

## FOUNDING MEMBER

**Cre8Camp**, the world's first ever unconference for creative professionals

**Refresh Portland**, a monthly meetup on web design and usability

**brashCreative**, the Art Institute of Portland's student-run ad agency

## ORGANIZER

**Open Source Bridge**, a platform inclusive open source conference

**CyborgCamp**, an unconference on human-technology relationship

## SOCIAL INTELLIGENCE DASHBOARD

Circa 2008, an RSS powered monitoring tools, hacked together from a combination of open source technologies, that helps community managers listen to their users, competitors, opinion leaders and industry trends — shortening the time it takes to manage brands online.