

# Markus Winkler

Design Technologist / Creative Gun

contact@markuswinkler.com | <http://www.markuswinkler.com> | (917) 520 8925

Nationality: Austrian, Work Visa: O-1 Alien of Extraordinary Ability

*"I'm guessing everyone has that moment with Markus. The Holy Shit moment."*

*Jason Koxvold, VP Creative Director, DRAFTFCB*

## Work Experience

---

AUG 2008 — PRESENT  
NEW YORK, USA

### DDB

Technical Design Director

**NY Lottery, Electrolux, Frigidaire, Cotton, Seasonique, State Farm**

Development/animation of rich internet applications and microsities. Consulting for outsourced projects.

Team go-to for troubleshooting.

E.g. launch site for the new NY Lottery Sweet Million game featuring a content rich 3D animated greeting card creator, Yahoo! sign in page takeover with facial recognition to match your face to a dog, dynamic 3D audio/video wall for Reach Out, "Stylebook" creator for Cotton.

DEC 2006 — JUL 2008  
NEW YORK, USA

### DRAFTFCB

Sr. Design Technologist / Flash Developer

**Motorola, HP, U.S. Census Bureau**

Development/animation of rich internet applications and microsities. Established design patterns, code repositories and version management to the department workflow.

E.g. multilingual computer based training site for Motorola to train partners worldwide, advanced microsities for cell phone launches, jump and run banner game for HP, presentation for the \$200 million U.S. Census 2010 pitch.

MAR 2005 — JUL 2006  
VIENNA, AUSTRIA

### FCBi (now DRAFTFCB)

Creative Head

**Motorola, HP, Western Union, UNICEF, FunderMAX, WIFI, Lexus, ONE, Austrian Postal Service**

Recruited a core team and established design patterns. Coordinated the creative process and production cycle of the design and development team for national and international clients. Supervised international projects with partner agencies in Hamburg and London. Created and supervised the functional design and look & feel of rich internet applications.

E.g. online and offline based worldwide computer based training campaign for Western Union, offline multilingual product catalogue for FunderMAX, leading specialist in central Europe for wood materials, functional front-end specifications for the third largest wireless provider in Austria, international and multilingual microsities and banner campaigns for Motorola.

FEB 2003 — FEB 2005  
VIENNA, AUSTRIA

### Freelance

Design Technologist / Multimedia Developer

**Motorola, Samsung, Paybox, City of Vienna, tele.ring**

Development/animation of rich internet applications and microsities for several agencies.

E.g. Pjure, FCBi, Smart Agent Technologies, Wunderman

AUG 1999 — MAR 2002  
VIENNA, AUSTRIA

### BLUE C Internet GmbH

Multimedia R&D

**Disney, Red Bull, Sparkasse, Sölden**

Lead multimedia R&D for rich internet applications.

E.g. a multiuser game environment for the biggest Austrian commercial bank community, interactive database driven maps for the largest ski area in Austria, highly dynamic flash based back- and front-end for the Redbull.com website, game for the international website of the Disney movie "Coyote Ugly".

## Skill Sets

---

Languages	German (native), English (fluent)
Authoring	Flash, ZINC, AIR, (Director)
Programming	DHTML, Javascript, Actionscript (1.0, 2.0, 3.0), XML, PHP, SQL, (Lingo)
Graphics	Photoshop, Fireworks, Illustrator, InDesign
Audio	Soundtrack Pro, Audition, Sound Forge
Video	After Effects, Premiere
Certifications	Adobe Certified Flash MX Designer Adobe Certified Flash MX 2004 Designer Adobe Certified Flash MX 2004 Developer (7th person worldwide to pass)
Other	Network Technologies, OOP, Team Management, Usability Advocate

## Education

---

<b>OCT 1997</b>	–	<b>JUL 2001</b>	University of Applied Sciences Hagenberg/Austria, Department of Media Technology and Design, Postgraduate Diploma in Higher Education. Diploma Thesis: Aspects and Basics of interactive Streaming Video
<b>OCT 1996</b>	–	<b>JUN 1997</b>	Vienna University of Technology / Austria, Technical Physics
<b>SEP 1990</b>	–	<b>JUN 1995</b>	Technical College for Computer Science, Austria Graduated with honors (A-Level equivalent)

## Publications

---

Creativ Club Austria - Annual 06  
ISBN: 978-385439-377-1 / "SteinHof - Stille Nacht", "HP Streberpartie", "UNICEF", "Zahntaxi"

Net Art Guide  
ISBN: 3-8167-5590-9 / "digital media lab"

WWW.Animation - Animation Design for the World Wide Web  
ISBN: 0-304-35989-0 / "digital media lab"

## Awards

---

### International:

Type	Rank	Category
BEA Fac. Interact. Multim. Comp. 2001	Silver	To Instruct
BEA Fac. Interact. Multim. Comp. 2001	Exceptional Merit Innovation	-
EuroPrix 2000	Top15	-
Golden Award of Montreux 2004	Gold	Multimedia
Golden Award of Montreux 2004	Finalist	Multimedia
Magdalena Award 2006	Finalist	Web Games
Magdalena Award 2005	Silver	Mobile Advertising
PISAF 2000	Top40	-

### Austrian:

CCA Venus 2005	Gold	Banner, Mini-Sites
CCA Venus 2005	Certificate of Excellence	Banner, Mini-Sites
CCA Venus 2005	Certificate of Excellence	Banner, Mini-Sites
CCA Venus 2005	Certificate of Excellence	New Media
Columbus 2005	Gold	Intermediate - Financial Services
Columbus 2005	Bronze	Financial Services B2B & B2C
Columbus 2004	Gold	New Media - Applications
Columbus 2003	Bronze	New Media - Advertising
MultiMedia Prix Austria 2004	Category Winner	Knowledge and Learning
MultiMedia Prix Austria 2000	Category Winner	Internet Information and Publication
MultiMedia Prix Austria 2000	Category Winner	Special Award
T-Mobile Future Award 2002	Bronze	Mobile Applications (Consumer)

2011



## Adopt Your Doggie Double

Yahoo! / Pet Shelter Project

<http://www.markuswinkler.com/showcase/yahoo-doggiedouble/>

This takeover ran on the login page of Yahoo! for one full day. You could find your doggie double by taking a snapshot with your webcam. The system detected your face and hair color and matched you to a dog breed. Afterwards, you were directed to petshelter.com to adopt a similar dog.

Tags: **TAKEOVER** **WEBCAM** **FACE TRACKING**

2010



## Holiday Greeting Card

NY Lottery

<http://www.showcasedwork.com/lotterygame/>

For holiday instant games, the NY Lottery launched *youareallyspecial.com* where you could hear an ode to the person most deserving of a gift this year - you.

You entered your info to hear a personalized song about how wonderful you are. It connected to Facebook and seamlessly pulled in details that took it to the next level.

Tags: **MICROSITE** **AMFPHP** **CMS** **ECARD** **FACEBOOK**

2010



## Reach Out

Inspire USA Foundation / Ad Council

<http://www.reachout.com/wecanhelpus/>

Reachout.com is a nonprofit site to help teenagers to help themselves with social problems. We added a 3D media wall (audio/video/text) to their existing site. The content was tagged and could be browsed/highlighted by categories. The content was hosted by YouTube and could therefore be accessed via either the media wall or youtube.com. Each media piece also had a custom subtitle module and transcripts. Depending on the client capabilities, there was a special version for each media file (flash, no-flash and mobile) to make the site 508 compliant and add screen reader support.

Tags: **MICROSITE** **AMFPHP** **CMS** **DEEP LINKING** **ACCESSIBLE**

2009



## Sweet Million

NY Lottery

<http://www.markuswinkler.com/showcase/nyl-sweetmillion/>

Launch site for the NY Lottery game "Sweet Million", featuring the latest info about the game, rules and the ability to make your own greeting card by choosing from different backgrounds, custom animations, music and copy snippets. The greeting cards could also be shared via Facebook. To further enhance the personalization, over one thousand names were recorded in a studio to be used by some of the animations (e.g. "Markus, come cuddle with us!").

Tags: **SITE** **AMFPHP** **CMS** **ECARD** **DEEP LINKING** **FACEBOOK**

2009



## My Stylebook

Cotton

[http://www.thefabricofourlives.com/zooe\\_myStyleBook.html](http://www.thefabricofourlives.com/zooe_myStyleBook.html)

This was part of a brand awareness campaign for Cotton featuring a personal stylebook. After viewing the stylebook of Zooe Deschanel, you were able to create a similar experience by putting together your selection of fabric patterns, fashion styles and accessories. The book itself had a realistic look and feel and also featured smart local caching without any login needed. You could resume editing at any point if you closed the browser before the server upload (or start over from scratch) and share and rate it afterwards in the gallery.

Tags: **SITE** **CMS** **ECARD**

2008



## MotoDanica

Motorola

<http://markuswinkler.com/showcase/motorola-motodanica/>

Microsite to promote the various features of the new Motorola Q cell phone. You could navigate through three frozen in time scenes, demonstrating several use cases for the phone. The audio theme changed seamlessly based on the rotation speed to enhance the surreal feeling (to the point where it just sounded like underwater static).

Another challenge was to be able to see the site right away and handle the loading in multiple stages invisible to the user, since the total file size was around 60MB.

Tags: **MICROSITE** **DEEP LINKING**

2007



## MotoRIZR

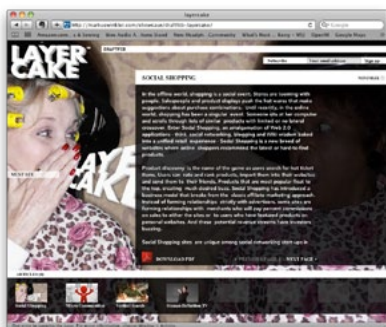
Motorola

<http://markuswinkler.com/showcase/motorola-motorizr/>

Promotion site for the new Motorola RIZR cell phone. The challenge here was to keep the filesize as small as possible in combination with smart preloading.

Tags: **MICROSITE**

2007



## Layercake

DraftFCB

<http://markuswinkler.com/showcase/draftfcb-layercake/>

Layercake was an internal pet project at DraftFCB, trying to innovate newsletters by using liquid flash layouts. The newsletter was intended for clients and based on the latest trends. The challenge here was to keep the container as flexible as possible regarding browser size and media content type.

Tags: **NEWSLETTER** **LIQUID LAYOUT**

2006



### Club 500

Western Union

<http://www.markuswinkler.com/showcase/wu-club500/>

Western Union, the worldwide market leader in money transfer, needed a motivation program for its 500 strongest distribution partners in the EMEASA region. The motivation program was based on the Olympic Games, combining sporting events and competitions to unite the global workforce. Motivation and training tools included direct mail, a CD-ROM training game and a community-building website.

Tags: [SITE](#) [CD-ROM](#) [E-LEARNING](#) [CMS](#)

2005



### Entertain Yourself (Holiday Greeting Card)

SteinHof

<http://steinhof.at/x-mas/>

Funny holiday greeting card site for the Austrian soundstudio SteinHof. This was one of the most challenging projects I ever did, having to handle the entire production chain from concept, front end, back end, art direction, casting, recording, post-production and animation.

Tags: [MICROSITE](#) [ECARD](#)