david@habitcollective.com

# DAVID PETTIGREW

*"My passion is to build and lead world-class product design teams and create deeply engaging multi-device experiences for consumers."*

## EXPERIENCE

Sep 2015 to Present
**Founder, Strategy & Design Director**   *Strategy, Brand & Product Design*
Rollerr, a live video app and social network; Pro Player's Network, a LA startup creating a sports lifestyle channel for TV; Net2TV a Smart TV content provider; Runi, a free VoIP and texting app; VintoVino a marketplace for wine.

Jan 2012 to Present
**General Partner, New League**   *Global Startup Accelerator*
Mentor to entertainment and lifestyle startups: Sober-Up, a beverage company; Taste, a mobile food and beverage POS provider; Runi, a free VoIP and texting app; TRUST, a hyper-secure messenger app; Caby, ride-sharing service for parents.

Aug 09 to Oct 11
**VP, Experience Design Center, Technicolor SA**   *Global Film and Television Technology Provider*
Founded and led XDC design team developing innovative products for the connected home. Managed team of 15 designers and engineers in U.S. and France. Managed $3.3M annual budget. Reported to the CTO. Delivered working prototypes for CES including MediaEncore, the world's first set top box, gateway and NAS; MediaEcho, a full featured 2$^{nd}$ Screen iOS app; and MediaNavi's (M-Go) tablet-based content discovery service. Awarded 5 U.S. Patents in user interface design.

Jul 07 to Oct 08
**Creative Director, MediaZone**   *Global Streaming Sports Network*
Managed design team and created online ad campaigns, websites, landing pages and interactive ad widgets for Indy Car, Wimbledon, Rugby World Cup, FIFA Basketball, Motocross of Nations, New York City Marathon and MMA events.

Jan 02 to Aug 07
**Principal, Skyfarm Digital**   *Digital Design Agency*
Founder and lead designer. Projects included: real-time, interactive demo for Motorola's Cliq social smartphone launch; British Telecom's voice to text dashboard for Salesforce; dynamic content portals for Cisco managed hotpots; TV guide for MobiTV; menu system for Hewlett Packard's HDTVs; and Paramount Pictures online video store.

May 01 to Jan 02
**Director ITV, Atomic Tangerine**   *Venture Consulting Firm*
Founded the iTV Practice and built design and engineering teams in tandem with business development activities.

Sept 99 to Nov 01
**Creative Director, TiVo**   *Pioneering DVR Company*
Managed design team and developed new TiVo UI enhancements including Trickplay, Network Showcase, custom partner channels and interactive advertising options.

May 94 to Jul 98
**Creative Director, Paramount Pictures**   *Global Film and Television Production Studio*
Developed interactive TV and online programming. Designed and co-produced Entertainment Tonight Online; designed Paramount.com; and developed Star Trek Continuum for MSN. Designed other TV and film properties for the web and AOL including Congo, Indian and the Cupboard, and Clueless.

Oct 92 to May 94
**Art Director, Electronic Arts**   *World's Largest Maker and Distributor of Videogames*
Created the game story and was lead designer of Shockwave Invasion Earth 2014. Managed team of 3D animators and visual designers and was lead liason with engineering.

## SKILLS

*Team Management, Recruiting and Talent Acquisition; Program and Project Management; Photoshop, Illustrator, Keynote and Office; iOS, Android, Webkit; Agile and Waterfall; Creative Direction and Concept Development; Art Direction; User Experience, Information Architecture, Interaction Design and Workflow, Wireframes and Visual Design; UI Guidelines; Primary and Secondary Research; Brand design, extension, product branding and brand management; animation direction and design including character animation; TV and film production*

## RECOGNITION
- Technicolor's MediaEncore 2011 APCI Star of l'Observeur du Design
- Technicolor's MediaEncore: CES 2011 Top Ten Products
- Technicolor's MediaEncore: 2011 CSI Award: TV Everywhere / Multi-Screen Video
- Paramount Pictures: 1996 Ad Age Entertainment Site of the Year – *Star Trek Generations*
- Electronic Arts, Shockwave: 1994 Videogame Magazine Action Game of the Year

## PATENTS
- Technicolor: User Interface with Enhanced Social Networking UI
- Technicolor: Method and System for Combining Broadband and Broadcast Content Access to Deliver Multi-Screen Media and Services
- Technicolor: 2D Cover Grid and Navigation
- Technicolor: Contextual User Interface
- Technicolor: Spectrum User Interface
- TiVo: Trick Mode onscreen display

## EDUCATION
BFA, California College of the Arts, Oakland, CA
Three-year merit scholarship, graduated with Honors of Distinction.

## SPEAKING
- Globalcomm, June 2006 - *IPTV Ecosystem: End-to-End Delivery of the User Experience*
- AIGA Seattle, June 1999 - *The Future of Digital Entertainment*

*Portfolio @ habitcollective.com; References on Request*