

PETE FECTEAU

PETE@
HTTP:// **BUTTONPRESSER.COM**

ABOUT ME:

I am Pete Fecteau, and I want to use my formidable creative skills to improve organizations and communities. I'm a skilled designer, coder, and communicator; I am constantly inventing new ways to help empower people through technology. Let's talk about how we can get to the next step together.

WORK EXPERIENCE:

Fellow - Code for America

Jan 2011 - Nov 2011

- Developing new ways to encourage online civic and community engagement.
- Conducting detailed user research.
- Providing creative direction for Philadelphia/Seattle, Veterans, and ReRoute teams.
- Designing and developing visuals, UX, and UI for screen and mobile use.
- Manage online communications and community development with government stakeholders and public through blogging and targeted email campaigns.
- Providing a unique perspective to a developer-heavy environment.

Contract Designer/Artist - Rubik's Cube

Sep 2010 - Present

- Constructed a world record Rubik's Cube mosaic using 4,242 Rubik's Cubes in 2010.
- Created and designed a guide book for pre-teen students on how build their own mosaics, delivered in August 2011.
- Developing mosaic templates to encourage cross-educational student use (art + math + history).
- Designed the current user interface for the "Mosaic Builder" page on youcandothecube.com.
- Artwork featured on The Today Show.
- Developing further ares of interest such as an interactive mosaic template maker for online use.

Freelance Designer/Consultant - Buttonpresser

Aug 2005 - Present

- Designing and developing online products.
- Consulting designers on best practices for UI design.
- Providing agile, affordable, and dependable services.
- Contract, time, and resource management.
- Social media and online communications.
- SEO, and library optimization.

Graphic Design/Online Communications - The Salvation Army

Aug 2009 - Dec 2010

- Created a network of WordPress sites and social media profiles for 30+ locations and programs.
- Wrote online branding guidelines still used by 400+ mid-western locations.
- Designed and produced print collateral and audio/visual elements for large events (1,500+ participants).
- Found numerous ways to improve processes through technology such as online and social media event registration.
- Co-founded the young-adult advisory board.
- Created print and outdoor advertisements (billboards, bus boards, flyers, brochures, etc.).

Contract Designer/Front-end Developer - Mobil Travel Guide

Sep 2008 - Feb 2009

- Created a wide array of static online content (300+ pages).
- Created a multi-author WordPress blog
- Provided consultation to copywriters re: writing for the web
- Introduced and implemented SEO best-practices to improve traffic.
- Created a micro-site for luxury rating system, purchased by Forbes.

Design Integration - Spout

Aug 2007 - Aug 2008

- Delivered rich-content emails and newsletters to 20,000+ recipients.
- Created internal and external advertisements for both print and web.
- Quadrupled site traffic using SEO best-practices and savvy social marketing.
- Concepted the web's first online scavenger hunt garnering 2,000,000 pageviews in just two days.
- Create a high-depth Myspace page with exclusive Sundance Film Festival content.

SKILLS:

Design:

- Photoshop
- Illustrator
- Dreamweaver
- Fireworks
- InDesign
- AfterEffects
- Color theory
- Typography
- Layout

Code:

- HTML
- CSS
- Javascript/jQuery
- PHP
- MySQL
- HAML
- GIT
- WordPress
- Drupal
- Joomla

Communication:

- Pivotal Tracker
- Basecamp
- Exact Target
- Mail Chimp
- Social Media
- Social Bookmarking
- MS Office Suite
- Copywriting

EDUCATION:

BFA - Digital Media Design

Aug 2003 - May 2007

Kendall College of Art & Design, Grand Rapids, MI.

Illustration and Graphic Design

Aug 2001 - May 2003

Plymouth State University, Plymouth NH.