

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.