Justin Lacey

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A creative problem solver with 15+ years of production management and audience research experience in marketing and advertising. I bring people together to create useful and memorable interactive solutions.

PROFESSIONAL EXPERIENCE

Bradley and Montgomery (BaM) [2012-2020]
Indianapolis, IN

Lead Strategist - Gaming [2017-2020]
Audience strategy, research, and ideation for Xbox and related video game clients
- **Directed a research study** with over 40 video game studios across the US and Korea to create audience personas for the launch of the Microsoft Game Stack brand
- Researched and presented **audience insights that clinched a strategic partnership with Minecraft and led to over $2 million of revenue** with related partners within Microsoft and externally at Facebook
- Created an internal blog, podcasts, and lunch-and-learn presentations to **keep project and leadership teams up-to-date** with video game and esports industry trends

Creative Technologist, Game Director [2014-2020]
Gameplay designer and user experience specialist for interactive projects
- Led video game concepting sessions with client for its marketing campaign and pitched the **game that would later go on to achieve over 1 million organic plays** and notable social media coverage
- Demonstrated **new technology prototypes** on a regular basis for leadership and project teams, clients, and student tours
- Pitched, designed, and **directed a featured branded tabletop card game for Microsoft Game Stack's booth** at the Game Developers Conference. It was later heralded internally as one of the most collaborative projects in BaM's history

Interactive Producer [2012-2018]
Production and project management primarily for the Creative Technology department
- Oversaw development and creative resources, budgets, and timelines for multiple years in **support of two of Microsoft's most successful product websites Outlook.com and Modern.IE and Chase's Brand Toolbox**
- Managed **dozens of marketing projects and initiatives at any given time** across a variety of creative and development disciplines from event signage to TV commercials to video game development
- Improved **development team communication and satisfaction** within the team, company, and with clients through the creation of weekly, monthly, and quarterly professional review and collaboration sessions
- Formalized the **project discovery and estimate processes** alongside account team members to create statements of work in a timely manner based on the client's needs and development team's availability
- Led the **solution selection, content migration / archiving, and training of 50 local and remote employees** to a new creative collaboration application

PROFICIENCIES

Project Management
Basecamp, Hightail, Workamajig, Float, Harvest, Trello, Jira

Audience Research
NetBase, Tableau

Productivity
Microsoft Office, G Suite

Programming
HTML5 / CSS, JavaScript, C#, ASP.NET, PHP, ColdFusion, SQL, MySQL

Development
Unity, GameMaker, Visual Studio, GitHub

Content Management
Ghost, WordPress, Squarespace

Adobe Creative Suite
Photoshop, Illustrator, Flash, Premiere, After Effects

3D Modeling
3DS Max, AutoCAD, Blender

EDUCATION

Bachelor of Science in Computer Graphics Technology

Purdue University
2004

ADDITIONAL PROFESSIONAL EXPERIENCE

SmallBox [2010-2012]
Indianapolis, IN

Interactive Producer
Production and project management for technology-focused projects and clients
- Managed the web development team with a focus to **break down collaboration walls around the team** to improve project processes and communication with other departments
- Designed **interactive UX website prototypes** for multiple clients including WFYI, Gregory & Appel, and IU School of Philanthropy
- Vetted new business opportunities, provided **technical write-ups and project estimates**
- Collaborated with operations team for **process improvement** across the company
- Presented project roadmaps and became **primary project contact for the client** after project kickoffs

Horrible Night [2009 - Current]
Indianapolis, IN

Editor-in-Chief / Founder
Video game editorial website and podcast
- Recruited and **managed a staff of 12 writers and contributors**
- Peaked at an average of **10,000 unique views per month and 500 podcast listeners per episode while creating over 20 articles and videos per week**
- Founded a charity organization that **raised thousands of dollars each year for children's hospitals** through 24 hour livestreams
- Manages **social media presence and ad buys** across multiple platforms
- Hosted and produced a **5+ hour game of the year livestream for 10 years**

PROFESSIONAL HISTORY

EverEffect [2008 - 2009]
Founder, Interactive Development Director

Clever Developments [2007 - Current]
Sole Proprietorship - UX Development and Consulting

MediaSauce [2004 - 2009]
Interactive Group Director [2006 - 2009]
Flash Developer [2004 - 2006]

Information Technology at Purdue [2003 - 2004]
Web Developer - Internet Services Group

ArvinMeritor, Inc [2001 - 2002]
Flash Developer Intern - Information Technology Department

REFERENCES AVAILABLE UPON REQUEST