

TREVOR FILTER

New York, NY

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EDUCATION

June 2010
Cambridge, MA

Massachusetts Institute of Technology

B.S. in Management Science with a concentration in Marketing Science, minor in Comparative Media Studies.

WORK EXPERIENCE

2010–Present
New York, NY

Siegel+Gale Dynamic Media Analyst

Investigate brand frameworks and develop strategies for simple, smart customer experiences. Translate complex data and difficult concepts into understandable and compelling arguments. Devise algorithms for analyzing consumer brand engagement. Execute design, layout, and strategy for simplification work and studies.

Spring 2010
Cambridge, MA

MIT Media Lab Undergraduate Research Assistant

Improved and expanded backchan.nl, a platform for audiences to interact with conferences, panels, and webcasts. Designed and produced a mobile web application for launch at ROFLcon 2010. backchan.nl

2002–2010
Cambridge, MA

Freelance design & development for web, print, and interactive

Developed web strategies and from-scratch implementations for various clients. Analyzed and coordinated content, structure, and design to effectively communicate core concepts and ideas. Notable clients included Mayo Aviation, MIT Housing (which involved a large-scale digitization of the Baker House dormitory), and MIT Student Activities.

Summer 2009
Cambridge, MA

Tiny Propeller Lead Designer

Built a product for creating short polls called Optionize with a small team. Led feature development and branding. Designed logo and user interface. Coded front-end XHTML, CSS, jQuery, and PHP. optionize.com

Summer 2008
San Francisco, CA

Jury Research Institute/Expert Visuals Designer

Consulted on client casework and marketing strategies and illustrated graphic samples. Designed and coded new, complementary web presences for both firms, utilizing XHTML, CSS, PHP, and jQuery. Developed a custom image and Flash presentation technology for portfolio pieces. juryresearchinstitute.com

2007–2008
Boston, MA

glacéau/The Coca-Cola Company Brand Ambassador

Developed, tailored, and executed marketing strategy as part of a small Boston team. Managed and produced all MIT campus events. Promoted the glacéau product line through various self- and group-led efforts. Organized the very first vitaminenergy™ launch party in the United States, and increased MIT brand awareness and sales five-fold.

PROFESSIONAL SKILLS

Summary

Information design, interfaces, usability, interpretation, interactive, finding simple solutions to complex problems, data analysis, video editing, print, typography, illustration, wireframing, project management

Technologies
Software

HTML5, XHTML, CSS, JavaScript/jQuery, Ajax, XML/JSON, PHP, MySQL, Java, Command line, svn
Photoshop, Illustrator, InDesign, TextMate, Eclipse, Flash, Microsoft Office, Acrobat, JMP